FINAL REPORT

19980375

SASKATCHEWAN BOUNTY - FORMATION AND ACTIVITIES RELATED TO DEVELOPMENT OF AN ASSOCIATION OF SASKATCHEWAN COMMODITY GROUPS

March 2002
Funded by the Agri-Food Innovation Fund

Prepared by: Saskatchewan Bounty Inc.

AGRI-FOOD INNOVATION FUND

Canada

Saskatchewan

AFIF Final Report January 2002

Project Number: 19980375
Project Title: Saskatchewan Bounty – Formation and Activities Related to Development of an Association of Saskatchewan Commodity Groups.
Contact: Ms. Dorothy Long, (306) 387-6338 or 387-6610, Saskatchewan Bounty

Summary

Saskatchewan Bounty has successfully brought together Saskatchewan commodity associations together to promote agriculture and food. We believe that we have been able to maximize the impact of our message (positive agriculture and food related stories) through working together and by partnering with likeminded organizations. We have generate ~ $20,000 in inkind media coverage from the promotions and have had over 30,000 hits on our website since launching it in June 2001.

Our members include: Beef Information Centre, Saskatchewan Canola Development Commission, Saskatchewan Canola Growers Association, Saskatchewan Flax, Saskatchewan Herb and Spice Association, Sask Pork, Saskatchewan Nutraceutical Network, Sask Pulse, Saskatchewan Sheep Development Board, Saskatchewan Turkey Producers Marketing Board and Infraready Products. We also endeavor to represent other commodities by including dairy or chicken or Saskatoon in our recipes, as they are very much a part of our food culture. These are also groups who are supportive of our activities but financial have not committed to the program.

We have also partnered with tourism and Saskatchewan Agriculture and Food (SAF) to further our message. We have also recently began a series of meetings with SAF, Canadian Adaptation and Rural Development Fund, Saskatchewan Federation of Indian Nations, Agriculture in the Classroom, Saskatchewan Food Processors Association, Food Centre and our members to further the agriculture awareness message. By working with Cuisine Canada and Canadian Tourism Commission we have expanded the tourism component of our message.

We believe that we have achieved most of what we set out to do when we applied for AFIF funding. Our activities have been successful and we have successful promoted a more positive message about agriculture, the goodness of Saskatchewan foods and provided our members with increased exposure through creating opportunities to market their products. We also believe that we

have started to brand Saskatchewan. We have not specifically communicated some of the tougher issue in agriculture like biotechnology and environmental issues. Through discussion with our members as the program unfolded it became apparent that these issues are complex and is in most cases best handled by the specific commodity group they apply to. We continue to discuss these issues and we have found that there has been an increase in sharing and understanding between groups.

Background and Objectives

Saskatchewan Bounty based in Lloydminster, Saskatchewan, Canada is an association of agricultural commodity, food processing and tourism groups based in the province. Saskatchewan Bounty's mandate is to provide a forum to promote the goodness of Saskatchewan foods through a better-informed consumer.

Saskatchewan Bounty offers like-minded organizations a chance to partner to promote the province's wonderful cuisine, which is based on our agricultural products.

Objectives:

- Advocate and promote the use of Saskatchewan agricultural products.
- Provide opportunities to promote Saskatchewan commodities with focus on the culinary, nutritional and food safety issues.
- Proactively and positively communicate agricultural issues such as economic impact, production practices, biotechnology, and environmental issues.

Activities

1.By Word of Mouth

Starting in April 2001, a monthly column entitled By Word of Mouth ran in the Regina Leader Post and the Saskatoon Star Phoenix. In addition articles are posted on the website of the Saskatchewan Weeklies Association that is a source of materials for all the weeklies in Saskatchewan.

The column focuses on Prairie cuisine Signature Dishes from rural Saskatchewan eateries. By Word of Mouth discusses a great tasting dish that local customers specifically order. They've heard about it By Word of Mouth. A total of 11 articles were written and continue to be placed until February 2002. A phone interview with owners of the restaurants indicate that they were pleased with the promotion, felt that it did have a positive impact on their business and thought that it was past time that rural eateries were recognized for their quality. Deb Greening, Land of the Loon, commented that it is increasingly easier to source consistent high quality ingredients closer to home and that as demand climbs processors are better able to handle orders. Promotions, such as this one, contribute to drive demand and profile success stories. Articles attached in Appendix A.

2.Gala Evening

Instead of focusing on the trade show demos as indicated in our original proposal, it was felt that more impact could be gained from bringing together producers, media and chefs in one event. Further this evening was used as a profile kickoff to launch Saskatchewan Bounty to the media , individuals in the agriculture fields as well as the general public through media coverage.

A Gala evening was held June 19th featured friendly competition between 5 teams, comprised of one chef, one student, one producer and one media person. The challenge was to produce a three-course meal using Saskatchewan's finest food products from member commodity groups.

Producers joined with media and well-known Saskatchewan chefs to share information and perspectives on Saskatchewan products while competing. It afforded an opportunity for producers to dispel some myths about the production side as well as gain an understanding of the final stage of preparing products for consumption. Feedback from participating producers was extremely positive. Comments included gaining an understanding of how much work and thought went into preparing a meal of this caliber, hard work, exhilarating, and how open the chefs were to exchanging information about agriculture and the specific commodities. Chef feedback included that they appreciated being able to work with someone who had grown the food and that they had a new appreciation and respect for farmers.

A panel of experienced judges selected the winning menu and prize money was awarded. In addition people attending the gala made a people's choice award. Guest speaker Judy Schultz, Prairie food journalist for the Edmonton Journal spoke on prairie cuisine and messages to take to the public about our food and agriculture.

The gala generated extensive coverage in the electronic media of both radio and television. News clips appeared on local stations (Global and CTV) on both the 6 and 11p.m. slots. These are high viewership times and advertising spots run in the $300 to $400 range for a 30 second spot.

Radio too was widespread. Stations from Prince Albert to Regina and Saskatoon all carried multiple clips ranging from 30 seconds to 2 + minutes in length. Rates vary widely but a $40/30 second rate is an average figure. This coverage thus translates into thousands of dollars of exposure. The coverage was province wide and reaches a different market than the Television does.

The Gala also generated articles in Western Restaurant News (advertising value - $3300.00), Western Producer (advertising value - $3405.00), Cuisine Canada newsletter (advertising value - $1000.00) and in several commodity association newsletters (advertising value -- at least $2500.00).

Listing of Radio and TV media as well as examples of articles generated from the Gala are attached in Appendix B.

3.Leaflets

Saskatchewan Bounty developed a series of eight promotional pieces featuring recipes utilizing Saskatchewan agri-food products. These sheets are a practical way of showcasing some of Saskatchewan's beauty and sharing it with both local

and out of province tourists. The link between food/pleasure/travel is important and it is the practical memories of their food experiences that tourists retain when they return from travelling. We recognize that food and hospitality are tied to the whole range of social occasions – from harvest to football games. The titles in the series are Family Gatherings, Celebrate the Senses, Nature's Lure, Nature's Hideaways, Rewards, Cultivating Quality, Sunny Days and Harvest Habitat. (See copies in Appendix C) They were developed to showcase Saskatchewan's resources... from our land to our people to our agricultural products. The recipes captured as many combinations of products as possible and showcase the variety Saskatchewan has to offer the world.

The images show our diversity – from field to formal dining. Saskatchewan products run the gambit from pickerel to crabapples to lentils. The recipes combine the comfort food of roast turkey with contemporary stuffing using flax bread. The visitor can see the diversity that is Saskatchewan, take home that feeling and recreate that feeling in their kitchens.

Each recipe features a typical Saskatchewan menu in a typical Saskatchewan setting. For example Family Gatherings features a family gathering or community picnic, Nature's Lure features fishing in a northern lake and a shore lunch; Harvest Habitat highlights a meal to the field at harvest time. All of these experiences showcase Saskatchewan food culture and offer tourists a unique peek at our food products and menus.

"It is possible that we really are what we eat – physiologically – but because each of us is a part of an ethno-cultural heritage; it is even more probably, that we eat what we are." "Thelma Barer-Stein, author "You Eat What You Are."

These resource materials were disseminated via Saskatchewan Tourism Centres as well as at events coordinated by Saskatchewan Bounty and member organizations. They were also mailed to Cuisine Canada members. In addition the pieces are on the web site and can be downloaded in their entirety or in selected portions. Feedback from tourism offices included from Maple Creek and Moosamin - " They are going like hotcakes - they are great!" This comment was made as they reordered additional materials just 2 weeks after receiving 800 copies (which we thought that would last the whole season).

In addition to the 10,000 copies printed, the images have been placed in a database for use in future projects. Member organizations are able to view the 900+ images on the web site and are free to draw on them for use in promotional projects they are involved in individually. Great cost savings are realized by not having to develop images on a piece by piece basis.

Finally, 3 food articles (see Appendix C for copies) based on the brochures have been published in the *FarmLife section of Grainews* newspaper. The articles were published under Dorothy Long's byline. Advertising value of this space is $2619.00. An additional article will be published in January 2002 and plans are in place to publish the remaining menu ideas as articles in the remainder of 2002.

4. Website – www.saskbounty.com

The Saskatchewan Bounty Website was launch in June 2001 and since then has had over 30,000 hits with over 8,000 as a result of the Gala dinner media.. The site houses information for both the general public as well as members.
General section includes information on Saskatchewan Bounty and its members. Members with websites are able to link their site to the site.
An event section highlights the Gala evening. In members of Saskatchewan Bounty can add their events to the calendar in this section.
The recipe section features recipes developed for the leaflets as well as the winning recipes featuring Saskatchewan products developed for the gala.
By Word of Mouth articles are posted as they are published.
The member's section is accessible by password only and houses a database of photographs those members can use in promotion of their products. For example the Beef Information Centre recently used a Saskatchewan Bounty photo for a billboard promotion with the Health Weight program. (see Appendix C for copy of the billboard).
The site continues to grow.

5. Exhibit at Agribition

Our original proposal indicated that we would develop an environmental brochure. We have not specifically communicated some of the tougher issue in agriculture like biotechnology and environmental issues. Through discussion with our members as the program unfolded it became apparent that these issues are complex and is in most cases best handled by the specific commodity group they apply to. We continue to discuss these issues and we have found that there has been an increase in sharing and understanding between groups. Therefore, the committee decided to exhibit at the Agribition to familiarize the public with Saskatchewan Bounty and our website. We also had the opportunity to partner with SAF and Saskatchewan chefs to showcase Saskatchewan commodities. We also took this as an opportunity to survey the public regarding their attitude towards agriculture. Please see Appendix D for a copy of the surveys and the results. We realize from the results that it is hard to extrapolate too much from the results as the survey numbers are low and as it was heavily weighted to the rural population. It is interesting information and worth including in the report.

6. Administration

To date 15 members have joined Saskatchewan Bounty. Discussions have been held with several more groups and we believe that additional members will come on board as the program mature.
The start up activities of logo design, and incorporation were completed. This budget was also used to organize meetings and communications with members, office and bookkeeping and developing of a strategic plan for the future. This budget also covered the cost of submitting information to International Association of Culinary Professional newsletter (advertising value of $800.00) (see Appendix D for copy)
New projects possibilities are being explored on an on going basis.

Photographs- please see website.

Innovation Fund Acknowledgment

Acknowledgment of AFIF funding occurred on all printed material including media releases, web site, leaflets and gala programs. It was also acknowledged verbally at the Gala.

Project Public Information Materials

Enclosed are examples of materials used in the Saskatchewan Bounty programs. (See website and Appendix A and C).

Appendix A
By Word of Mouth Articles

BY WORD OF MOUTH

Art and so much more!

Your senses are over whelmed when you enter the Lakeland Art Gallery. There is the smell of home cooking and your eyes move quickly from paintings to pottery to china to folk art. The whole place exudes Saskatchewan. All the artists are Saskatchewan based and their works fill two rooms plus a feature gallery.

In true Saskatchewan tradition this place is understated. It is tucked into the woods just off Highway 2 between Christopher Lake and Waskesiu. There are signs or on a busy summer day you could simply follow the other 500 people who are making their way to this little gem.

Owners Jacqueline and David Messer each have their own claim to fame. Jacqueline's sticky cinnamon buns tempt even the best-intentioned visitor. But it is David's homemade soups that bring back people time and again. The secret –recipes from an old Saskatchewan church cookbook. The Borscht is bursting with beets and other fresh vegetables and the tomato wild rice and lemon lentil soups showcase some of Saskatchewan's finest home grown products.

Sandwiches and salads round out the menu. No deep fried foods – not only is it bad for the waistline but it is bad for the art!

What Saskatchewan meal is complete with out dessert? Don't miss the Blueberry Pie – wild berries – wild taste!

Saskatchewan Bounty

LAKELAND ART GALLERY
North of Christopher Lake on Highway 2
306.982.2223 Open 7 days a week 10 a.m. – 7 p.m.
Closed Jan. and Feb.

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine.

For additional information about Saskatchewan Bounty contact us at 306.387.6338 or at www.saskbounty.com

Stop and Watch the Buffalo Roam!

BY WORD OF MOUTH

In the true prairie tradition of hospitality the Stopping Place offers travelers home cooked meals, 1908 home style decor and an authentic prairie view including roaming buffalo.

When Ian and Deb McLeod converted their garage to a restaurant eight years ago prairie hospitality using home cooked Saskatchewan grown products was their goal. Their buffalo ranch provides the focus for their menu with buffalo steak, burgers and pot pie. Pheasant and wild boar are offered when available along with regular menu items of beef steak, pork, chicken, salmon, homemade perogies, farmers sausage and pancakes. In true country style fresh made buns and biscuits are served along with homemade pickles, potatoes and homemade soup. Saskatoon berry tarts are the perfect dessert.

For centuries the hills where the Stopping Place is located have been a gathering place for native Canadians. Tours can be arranged to visit a buffalo kill site, teepee rings, effigies and petroglyphs.

The McLeod's welcome bus tours, family reunions, weddings and staff parties. Guests are encouraged to experience the petting zoo and children's playground or just sit and watch the buffalo from the English country garden.

Saskatchewan Bounty

THE STOPPING PLACE
Reservations please 306.932.4523
4.8 km south of Ruthilda 16 km
north of Stranraer on Stranraer Road
Open Mon. & Thurs. 10 a.m. - 2 p.m.
Fri. Sat. & Sun 5 p.m. - 9 p.m.

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For additional information about Saskatchewan Bounty contact us at 306.987.6543 or at www.saskbounty.com

Big River. Big Taste!

BY WORD OF MOUTH

Many people are drawn north to Big River for its beauty, fresh air and great fishing. The surrounding evergreen, birch and poplar trees provide homes for wild animals and birds and quiet retreats for locals to wander into in search of wild berries, mushrooms or total peace. On a summer day, the water glistens on Cowan Lake, leaves rustle in the gentle winds and the smell of fresh breads and baking float out of the Big River Hotel & Café.

Laurel Holmes has operated this café for the past three years. Born and raised on a farm, she learned to cook from her mom. Cooking large meals was very common. She has worked in several restaurants over the past eighteen years and enjoys preparing home-cooked meals for her guests. Her regular guests include local townspeople, hunters, fishermen and many hungry work crews coming in for a hearty meal.

Laurel prepares daily specials throughout the week but also offers a varied menu of salads, pastas, burgers and omelets. Daily specials are in highest demand during the work week. A particular favourite is pot roast. This hearty meal of beef and vegetables in a thick gravy satisfies both the appetite and palate. Most customers wouldn't think of leaving without having one of her desserts. Fresh baked pies such as rhubarb, Saskatoon berry, apple or raisin are favorites!

Saskatchewan Bounty

THE BIG RIVER HOTEL, a landmark since the 1920's, is situated on Main Street, just up from the dock.
306.469.4525.
Weekdays 7 a.m. - 9 p.m. and
Weekends: 8 a.m. - 9 p.m.

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For additional information about Saskatchewan Bounty contact us at 306.387.6338 or at www.saskbounty.com

Paint Your Palate at Yvette Moore's Gallery Café!

BY WORD OF MOUTH

Yvette Moore may be best known for her skill with a paintbrush, but the Moose Jaw entrepreneur also knows the art of good food. Combining her talents, she created the Yvette Moore Gallery Café.

"When people come here it's because they're looking for something different, something unique. I want them to know it's worth their time to check out our food."

Tucked in back of the gallery, with soft lights and soothing music, the 38-seat café is cozy and relaxing.

With items like Prairie Alphabet soup, chuckwagon beef loaf and Saskatoon berry cream puffs, there's no mistaking her desire to offer a unique menu to locals and tourists alike.

"I don't think you'd find any of our dishes at other restaurants and I think people appreciate that."

She is equally determined to offer healthy, light dishes made from local ingredients. Hearty farm soups use top quality beef, chicken, turkey, vegetables and herbs. Flavourful salads are enhanced with healthy canola-based dressings. And the famous Saskatoon berry pie is right out of the oven.

She has even invented a recipe for Saskatoon berry iced tea, refusing to share the recipe with anyone.

Yvette Moore has discovered the art of great Saskatchewan fare.

Saskatchewan Bounty

YVETTE MOORE GALLERY CAFÉ
76 Fairford Street in downtown
Moose Jaw, west of Regina on
Highway #1 306.693.7600
Mon. - Sat., 10 a.m. - 5 p.m.
Sun. 12 - 4 p.m.

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For additional information about Saskatchewan Bounty contact us at 306.787.4338 or at www.saskbounty.com

Moose Jaw's Malaysian Sensation!

BY WORD OF MOUTH

It's a long way to Malaysia from Moose Jaw, but from the taste of the 28 items on the lunch buffet at the Overseas Restaurant, you'd never know it.

Owned by Irene Chong and Ken Phan, the little restaurant's impressive growth has shown that prairie people appreciate good ethnic food. Demand was so high, they were forced to move from their original 75-seat café to a new 200-seat location on Main Street.

"This is a not a typical Chinese restaurant and we don't want it to be," says Phan earnestly. "We want it to be something different that people can experience."

Decorated with art Chong brought over from Malaysia and staffed by 29 employees, including nine cooks, the Overseas boasts a loyal clientele.

Customer favourites include the flaky Roti Canai with curry dip sauce, House Special Chow Mein and Mongolian hot plates, sesame chicken, Kung Po beef and the chili salted squid.

For the adventurous, the lunch and supper buffets offer a little of everything. Chong is intent on providing authentic Malaysian taste, and credits the fresh local meat and herb supply for helping offer great food to locals and tourists who keep coming back.

"I used to handle a big restaurant in Vancouver, but I like small town living. People are very friendly and very supportive so we've decided to call Moose Jaw home."

Saskatchewan Bounty

OVERSEAS RESTAURANT
438 Main Street, Moose Jaw
306.692.2828
Daily from 8 a.m. - 10 p.m.

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine.

For additional information about Saskatchewan Bounty contact us at 306.787.4338 or at www.sskbounty.com

Station a Must Stop!

BY WORD OF MOUTH

The opportunity to enjoy freshly prepared Saskatchewan food made from scratch in a tranquil prairie setting draws diners to the Station Arts Centre Tea Room in Rosthern. They come to experience the ambience of an art gallery, theatre and tearoom skillfully integrated into a renovated train station constructed in 1902.

The brother sister team of Joan Yoder and Dennis Helmuth, have run the operation for the last five years. Their menu mainstay is hearty, home baked bread made from stone ground wheat enhanced by the nutty flavour of ground flax and rye. You'll find it on the lunch menu as the base for an open-faced sandwich or an accompaniment for lentil and sausage soup. Last summer a European visitor rated it the best bread he'd tasted since leaving home.

Often featured on the menu during the summer season are fresh garden greens, new potatoes, raspberries and rhubarb grown by Joan's husband Eric and son Tim. The colourful herb and flower garden surrounding the station provides a visual delight as it doubles as a source of flavouring and garnishes.

The 2001 July 3-29 theatre production of *Quiet in the Land* is a powerful story about an Amish community. Be sure to take it in and enjoy the pre-show Amish cuisine!

Saskatchewan Bounty

STATION ARTS CENTRE TEAROOM
Reservations 306.232.5332
H'way 11 North of Saskatoon 66 km
Tearoom: 9 - 4 Tues. to Sat.
Brunch: 2nd Sun. of the month 10 - 2

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Pilgrim's Pastries & Pies, Oh My!

BY WORD OF MOUTH

Flapper pie is a favourite. So are cinnamon buns, cream pies and bread pudding. And that's just the baking. Add pork chops, chicken and burgers, and you've discovered why the Pilgrim Restaurant in Caronport has been a "must stop" for 40 years.

"We provide simple, home-cooked food," says General Manager Rob Campbell. "We're about country and comfort and that's what our clientele wants."

Located 12 minutes west of Moose Jaw on the TransCanada highway, the restaurant looks like a truck stop. But inside, it's much more. Owned by the Briercrest Family of Schools, the atmosphere remains true to its roots in rural Saskatchewan.

"I think our menu is part of the experience for tourists. They want local products cooked in local methods," explains Campbell. Loyal customer Aaron Ruston is amazed at the widespread appeal. "I was in Revelstoke and stopped at a Chevron station," he says. "The owner asked where I was from. When I told her, she said they made a point to stop at the Pilgrim Restaurant on all their journeys across Canada."

Campbell isn't surprised. "We have a lot of customers who stop every time they make a trip." Whatever the key to success is, the Pilgrim Restaurant seems to have found it, in a little town just west of Moose Jaw.

Saskatchewan Bounty

PILGRIM'S INN
Caronport, west of Moose Jaw on the TransCanada highway
306.756.3335 No alcohol.
Monday-Saturday 7 a.m. - 10 p.m.,
Sunday 8 a.m. - 9:30 p.m.

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For additional information about Saskatchewan Bounty contact us at 306.387.6338 or at www.saskbounty.com

Historic Quality at Jack's Café

BY WORD OF MOUTH

Located in the Frenchman River Valley, known for its wealth of paleontological and historical sites, the town of Eastend boasts an eating establishment whose reputation for excellence is far from secret.

People have been enjoying great food and great service at Jack's Café since 1915. Named one of the top 20 restaurants in Canada in 1998, the busy eating-place has made its mark with outstanding made-from-scratch Greek and Canadian cuisine . Since 1988, George and Angela Doulious have been sole owners of the establishment originally founded by Angela's family, and their commitment to quality is evident in everything they do. Renowned for their pizza, steaks, souvlaki and ribs, they attribute the bulk of their success to scrupulous attention to cleanliness and top quality ingredients. George buys all the restaurant's meat in bulk, preparing his own cuts and grinding his own hamburger to ensure optimum freshness. Pizza, pasta and rib sauces are home made from George's own tried and true recipes.

"I love to bake and I love to see people enjoying good quality food," says George, a native of Greece. "With all fresh meat and our own sauces and baking, we're guaranteeing top quality."

"You build your reputation all along your lifetime," he declares. "But you can destroy that reputation in a week if you don't give your best at all times."

Saskatchewan Bounty

JACK'S CAFÉ
306.295.3313
Red Coat Trail (#13 H'wy)
Downtown Eastend
6 am – 10 pm Mon - Fri
8 am – 8 pm Sat
9 am – 9 pm Sun

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine.

For additional information about Saskatchewan Bounty contact us at 306.787.6338 or at www.saskbounty.com

More for your Money at Morse

BY WORD OF MOUTH

Gumby's is a southwest Saskatchewan landmark on the #1 highway at Morse, providing travellers, truckers and a local clientele with hearty fare at fair prices. Since taking over the restaurant in 1993, Chris Bauck has been serving up a menu that includes strictly from scratch items like hamburgers and soups, as well as a sumptuous array of home-baked delicacies. Super-sized cinnamon buns, mouth-watering butter tarts and hearty muffins, as well as the best soft ice cream in the province, keep customers from across the country coming back for more.

"We're best known for our generous portions and our soft ice cream," says Chris. "People from as far away as B.C. have come in because other travellers recommended us to them, and some tell us they plan their road trip so they'll be here at meal time. That makes me feel proud."

From it's busy highway location next to an Esso station, Gumby's serves vacationers, area work crews and a loyal local clientele year-round, closing only for Christmas and Boxing Day. Chris and her crew are kept busy seven days a week with on-site preparation of the heart- and stomach-warming comfort food that feeds the restaurant's customers and fulfills a long list of catering obligations.

Saskatchewan Bounty

GUMBY'S
306.629.3341
West of Moose Jaw on
Highway #1 at Morse
Summer: 7 am to 9 pm
Winter: (Dec through Feb)
8 am to 8 pm

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Worth the Drive!

BY WORD OF MOUTH

Drawing heavily upon eighteen years as a restaurateur in Australia, owner and Chef John McKenzie of the Katepwa Beach Resort Hotel at Katepwa, Saskatchewan challenges his diners with an adventurous lineup of daily menu features.

McKenzie invites patrons to an eating excursion around the world. He says, "We have an eclectic mix of visitors from the farming community, beach dwellers and urban centers. We've slowly developed our clients' taste buds with our now popular monthly "theme night" where we serve several courses from a particular country or area of the world. We'll add the more popular dishes to our weekly features."

McKenzie uses fresh local produce during the summer season and a nearby greenhouse supplies an assortment of intriguing herb mixtures all year round. Canola oil is a restaurant staple used in all the deep fryers, pan-frying and to brush steaks and chicken before cooking. In Australia, canola oil was expensive and held in high regard on the shelf with good olive oil. The number one protein choice on the menu is beef says McKenzie. He uses triple A beef with strip loins and top sirloin butts in many of the beef-based dishes. Nightly specials include a beef dish, chicken with an alternate of fish, pork or lamb.

On a recent trip to the Australian Coast with a stopover to explore local eating places in Singapore, McKenzie collected a number of new Mediterranean and oriental dish ideas to tempt even the most well traveled palate.

Saskatchewan Bounty

KATEPWA BEACH HOTEL
Reservations 306.332.4696
Sandpipers: Friday, Saturday, Sunday evenings - Sunday brunch
Bar & Grill: seven days a week
Katepwa Beach east of Fort Qu'Appelle on Highway 22

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Art and so much more!

BY WORD OF MOUTH

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What Saskatchewan meal is complete with out dessert? Don't miss the Blueberry Pie – wild berries – wild taste!

Saskatchewan Bounty

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Closed Jan. and Feb.

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For additional information about Saskatchewan Bounty contact us at 306.387.6338 or at www.sskbounty.com

Snail's Pace Just Right!

BY WORD OF MOUTH

A delight for the eye as well as the palette, the Snail's Pace Dining Room is nestled in a grove of spruce along the shore of Anglin Lake. Constructed of White Spruce harvested 50 miles north, the log structure houses a restaurant and the Land of the Loon conference / meeting facility.

"Cuisine is an integral part of the tourism experience" states Deb Greening who operates the resort with husband Tim. This team shares cooking duties – it is something they both love to do and as a bonus they are able to maintain the high quality that people have come to expect.

La Ronge provides fresh supplies of the two most popular items on the menu. Fresh fish – walleye and wild rice are must haves. But you also wouldn't want to miss the homemade buns created with whole-wheat ground on site.

Deb shared one of their secrets for the popular Saskatoon pies - "We often use wild Saskatoon berries picked locally. If they are unavailable then plantation berries grown close by are used. They have a flavour that is very close to the wild ones".

Whether you are part of a group booked in for a meeting or stop for a lunch or dinner you are sure to enjoy the home cooked meals that await you.

Saskatchewan Bounty

SNAIL'S PACE DINING ROOM
306.982.4478
68 km north of Prince Albert off Highway 2, Anglin Lake, Open 7 days a week May 1– Oct 15th
Open Fri., Sat., Sun. Dec. 1 – May 1st 9 a.m. – 7 p.m.

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Appendix B
Gala Media

Partial List of Radio and TV Coverage of the GALA

AFTERNOON EDITION (CBK-AM), Regina, 20 Jun 2001, 04:34PM, Length: 00:00:50, Ref# DD2C2-17
Anchor/Reporters: COLIN GREWAR, COLIN GREWAR, CANDACE HOLMSTROM

AGRICULTURE: A FOOD WRITER IN EDMONTON SAYS THAT SASKATCHEWAN HAS TO DO A BETTER JOB MARKETING THE FOOD IT PRODUCES. "JUDY SCHULTZ". SHE SAYS THAT SASKATCHEWAN PRODUCES SOME OF THE BEST FOOD IN THE WORLD, BUT FARMERS AREN'T CAPITALIZING ON THAT. SKAG

AFTERNOON EDITION (CBK-AM), Regina, 20 Jun 2001, 05:33PM, Length: 00:01:45, Ref# DD2C2-35
Anchor/Reporters: COLIN GREWAR, COLIN GREWAR, ROSALIE WOLOSKI

AGRICULTURE: FARMERS AND CHEFS CAME TOGETHER LAST NIGHT IN SASKATOON TO SHOW SASKATCHEWAN PRODUCES SOME OF THE BEST FOOD IN THE WORLD. "JUDY SCHULTZ", EDMONTON FOOD WRITER. "SHONNA PEARSON?", CHEF. SKAG

CFQC TV NEWS (18:00) (CFQC-TV), Saskatoon, 19 Jun 2001, 06:35PM, Length: 00:01:09, Ref# DCB4C-16
Anchor/Reporters: ROB MACDONALD, TRISH CHEVELDAYOFF, ROB MACDONALD, TRISH CHEVELDAYOFF, JEFF ROGSTAD

JEFF ROGSTAD SASKATCHEWAN: THE SASKATCHEWAN BOUNTY HAS A NEW PARTNERSHIP WITH REPRESENTATIVES FROM AGRICULTURE, TOURISM AND THE RESTARAUNT INDUSTRY. A FOOD COOKING COMPETITION IS BEING HELD AT INNOVATION PLACE IN SASKATOON. "ROSE OLSEN" [SASKATCHEWAN BOUNTY]

NEWS (12:00) (CKBI-AM), Prince Albert, 22 Jun 2001, 12:53PM, Length: 00:00:43, Ref# C97A-20
Anchor/Reporters: DALE HUNTER & JANET BEREZOWSKI, DALE HUNTER & JANET BEREZOWSKI, LOIS HOLCOMB

LOIS HOLCOMB AGRICULTURE NEWS: A NEW COOPERATIVE GROUP CALLED SASKATCHEWAN BOUNTY IS SETTING OUT TO LET THE WORLD KNOW ABOUT THE PROVINCES PRODUCTS. "DOROTHY LONG" (SASKATCHEWAN BOUNTY) SW/AG

NEWS (12:00) (CJME-AM), Regina, 21 Jun 2001, 12:03PM, Length: 00:00:30, Ref#EECD8-5 Anchor/Reporters: ALEX DOCKING, ALEX DOCKING

AGRICULTURE: A NEW CO-OPERATIVE OF ABOUT 15 AGRICULTURE GROUPS IN SASKATCHEWAN WANTS TO BOOST THE PROFILE OF OUR PROVINCES PRODUCTS. "DOROTHY LONG?", SASKATCHEWAN COUNTRY, EXPLAINS. SKAG

NEWS (16:00) (CJME-AM), Regina, 21 Jun 2001, 04:25PM, Length: 00:00:30,Ref# F175C-11 Anchor/Reporters: ALEX DOCKING, ALEX DOCKING, DALE JOHNSON

BUSINESS REPORT: AGRICULTURE: A NEW COOPERATIVE GROUP IN SASKATCHEWAN IS SETTING OUT TO LET THE WORLD KNOW ABOUT OUR PRODUCTS AND SERVICES. 'SASKATCHEWAN BOUNTY' IS COMPOSED OF ABOUT 15 AGRICULTURE, TOURISM AND FOOD ORGANIZATIONS. "DOROTHY LONG?", SASKATCHEWAN BOUNTY. SKAG FCC

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SUPPLY SIDE

Randy Nicolle

Randy Nicolle was recently appointed Regional Sales manager, Western Canada for Kennewick, Wash.-based **Lamb-Weston**. Nicolle, who has operated both chain franchises and independent foodservice outlets, most recently worked on the manufacturing side of a foodservice company in Calgary... Ontario wines were the toast of France at **Vinexpo** in June, winning 19 medals at the **Challenge International du Vin**. Three wines from the 1999 vintage took gold: Chateau des Charmes Vidal Icewine, Reif Icewine and Royal DeMaria Wines Riesling Icewine. These wines were then entered in the Olympiades du Vin, a new competition at Vinexpo. Reif Estate 1999 Vidal Icewine and Royal De Maria Wines 1999 Reisling Icewine tied for gold...**Saskatchewan Bounty** is a new partnership recently formed by 15 Saskatchewan-based groups including the **Saskatchewan Beef Information Centre** and **Tourism Regina**. Its focus is to promote agricultural food products and create a positive image of agriculture and tourism in the province...Mississauga, Ont.-based **Johnson-Rose**, an importer and manufacturer of commercial foodservice utensils, recently honoured London, Ont.-based **Longo Food Service Equipment** with its Canadian Dealer of the Year 2000 award.

High Tea with Sam Twining

Sam Twining, a ninth generation member of the Twining tea dynasty, recently paid a visit to Toronto's Le Royal Meridien King Edward for afternoon tea. The director of England's R. Twining Co. was in town to promote Lady Grey, Twining's newest blend of loose-leaf tea. While guests sipped on this fruity version of Earl Grey, Twining shared lively anecdotes and amusing information about tea. *Pictured here*: Tony Cousens, general manager of Le Royal Meridien King Edward Hotel (left) and world-renowned tea connoisseur Sam Twining.

Food gala celebrates Saskatchewan fare

By Diane Rogers
Saskatoon newsroom

It was a classy scene — champagne, orchids, candles, guitar music — and 150 hungry people.

Not a potato was in sight at the June 19 food gala to launch Saskatchewan Bounty, a co-operative effort of 15 Saskatchewan groups including commodity groups for beef, sheep, pork, turkey, canola, flax, pulses and herbs and spices, plus tourism and government agriculture groups.

It was set up to promote the province's culture and cuisine through free recipes on a website and at travel centres, a monthly newspaper column featuring dishes from rural restaurants, and the gala evening.

The night featured a competition between five chefs who led teams of producers and media representatives that prepared provincial cuisine.

A professional panel awarded first place to the team led by Derek Cotton, chef at St. Thomas More College at the University of Saskatchewan.

His meal started with an appetizer of pickerel fillet with wild rice mousse nestled on sweet potato frits with roasted yellow pepper and tarragon butter sauce and chive oil.

The main dish was flax crusted pork tenderloin accompanied by sage-infused saskatoon berry port reduction with wild mushroom barley ragout and summer vegetables.

Dessert was a spiced raspberry and rhubarb cobbler with pear sorbet and oatmeal crisp, mint, citrus salad and carmel, peach and white chocolate sauces.

Contact Saskatchewan Bounty at www.saskbounty.com for free recipes promoting prairie food.

Assisting the winning chef was *The Western Producer's* Team columnist Betty Ann Deobald, who said she had "never made bread that way" — with the dough spiralled around rosemary sprigs.

Also on the team was Big Sky Farms pork producer Cliff Ehr of Humboldt. He said the cooking experience gave him an appreciation of what goes on in restaurant kitchens.

Ehr said pork is not usually a high-end type of meal, but that his is a growth industry as long as people understand the benefits of hog farms.

The peoples' choice winner also came from the U of S — Shona Pearson of the faculty club.

Her appetizer was Saskatchewan breads, grilled asparagus and candied steelhead with creamy vinaigrette. Her main course was ribeye steak on purees of baby peas, lentils and chickpeas with heirloom tomatoes and red wine reduction. The dessert was a lemon thyme pavlova with raspberries, blueberries and saskatoon berries.

Bob Linnell, a flax grower from Weyburn who was on the team that cooked lamb, said they had fun and worked well together with "no food fights." He did some of the meat preparation, peeled carrots, assisted with the white chocolate dessert and helped clean up.

His crop is one that people "haven't had much experience with," he said, but it has health benefits in terms of fibre and reducing cholesterol. Recent studies found that flax can help reduce shipping fever in feedlot cattle.

Guest speaker Judy Schultz, who writes for the *Edmonton Journal* newspaper, urged the audience to continue promoting prairie food. She said a Conference Board of Canada survey found that tourists want to shop and be entertained, but above all, they want to eat.

Schultz's four commandments of prairie cuisine are: you must eat meat; on special occasions such as Christmas, weddings and fowl suppers, you can eat birds; you will eat pie; and you will clean up your plate because there are children starving in China who would eat up that pie.

In amusing additions to the rules, Schultz said there is always one rhubarb pie that has no sugar in it, and anything can be tossed into a green jellied salad.

Shona Pearson captured people's choice votes for her appetizer — grilled asparagus, candied steelhead, salad and bread.

A lemon thyme pavlova with raspberries, blueberries and saskatoon berries won top spot in the peoples' choice awards. (Saskatchewan Bounty photos)

AFPA REPORT & DIRECTORY 2001/2002 ENCLOSED!

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NEWS

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Gala Event Features Saskatchewan Foods – New Organization to Promote Prairie Ingredients

Saskatchewan Bounty, a new organization promoting the province's foods, held its first event on June 19 in Saskatoon.

More than 100 guests attended the Saskatchewan Bounty Gala to taste the original creations of five culinary teams. The four-person teams included chefs, food producers and media personalities.

"We wanted to really highlight Saskatchewan food ingredients with this event, and bring the producers, chefs and media people together," says Dorothy Long, Executive Director for Saskatchewan Bounty.

The judges - restaurateur Amy Hadley, Chef Vince LaPointe and local food writer Peter Wilson - were charged with the task of picking the best original creations. The menu featured items such as Saskatchewan walleye with wilted greens and a carrot salad; flax-crusted pork tenderloin with sage-infused Saskatoon Berry Port Reduction and a wild mushroom barley ragout; lemon thyme pavlova with raspberries, blueberries and Saskatoon berries; and sourdough bread pudding with chocolate pate, rhubarb granite and a honey whole wheat cracker in a puddle of raspberry-whiskey sauce.

Guest speaker Judy Schultz, Prairie Feature Writer for the Edmonton Journal, spoke about prairie cuisine and the importance of informing the public about agri-food tourism.

Saskatchewan Bounty was developed as a cooperative effort amongst 15 different groups and associations representing commodity producers, government and tourism boards across Saskatchewan. Members include the Saskatchewan Beef Information Centre, Saskatchewan Canola Development Commission, Saskatchewan Canola Growers Association, Saskatchewan Flax Development Commission, Saskatchewan Herb and Spice Association, Saskatchewan Nutraceutical Network, Sask Pork, Saskatchewan Pulse Growers, Saskatchewan Sheep Development Commission, Saskatchewan Turkey Producers Marketing Board, Infaready Products Ltd., Tourism Regina, Tourism Saskatoon and Tourism Saskatchewan.

"Basically, it was a group of commodity groups that decided they wanted to work together to promote the full spectrum of Saskatchewan foods. Farmers grow more than one crop or type of livestock, so we thought it was a good way of putting our dollars together to promote all of these products and brand them as coming from Saskatchewan," says Long.

"All of our groups have different markets, but our message has been primarily intended to reach people in Saskatchewan. Although we do send out information across Canada and into the U.S., for example to Cuisine Canada members across the country," she adds.

Long says that Saskatchewan Bounty is breaking new ground by blending agriculture, cuisine and tourism.

"It's been a really interesting experience, because of the range of organizations and the people involved. There's really a lot of potential."

Funding from the Agri-Food Innovation Fund, along with membership fees, was used for three initial projects - the Gala evening, a newspaper column called By Word of Mouth, and a series of eight brochures with titles like Family Gatherings, Nature's Lure and Sunny Days.

The new group is also working with Saskatchewan Agriculture and Food to create a recipe brochure for Agribition, the province's largest agricultural exhibition, and will likely do promotions and food demonstrations at the event. Saskatchewan Bounty is also considering a culinary tour to introduce food writers to the variety and scope of Saskatchewan foods.

by Dale Worobec

Circle Reader Service #3

flax Grower

October 2001
Chairman's Report

It is early September as I write this report and harvest is well under way. There have been reports of yield ranges from dismal to average. It depends mostly on rainfall. Interestingly enough, in our area, fields of the same crop that are side by side with similar treatment and history have significant yield differences.

On the upside, prices for many grains have been rising. This may offset for some farmers the impact of a poorer yield of generally good quality grain. Flax prices have been strengthening right along since the summer. The price may not be where we would like to see it, and it has faltered lately as harvest approaches, but it has improved significantly from the past couple of years. For those with some solin (UGG Linola) it's nice to see the recent prices are fairly attractive.

The Directors of SaskFlax feel that the flax crop in Saskatchewan may be close to the five year average. This is because most flax was seeded in the eastern half of the province where rainfall was generally better and flax is usually seeded later than most crops so may have benefited from the midsummer rains that fell. We will know more in a month or so. SaskFlax will be having an election for two new director positions in November. I hope that you will consider taking up the challenge. Two current directors have served their full eligible term. Directorships are interesting and rewarding. Directors get to improve the lot of flax growers, meet grain industry players and become one, and have direct input into decisions that guide and shape SaskFlax. The main areas of activity include flax usage for food (human) and feed (livestock), development of flax fiber usage, and review and support of flax related research projects. Please look for election information in this newsletter.

The two directors that are leaving SaskFlax are Mr. Ron Gilmour and Mr. Allen Kuhlmann. I want to thank Ron for his wise counsel and strong financial analysis ability. Thank you to Allen for his broad experience and solid decision-making that he brought to the meetings. These fellows will continue to contribute to the well being of Saskatchewan farmers.

SaskFlax was pleased to learn that Dr. Scott Duguid, a flax breeder at the AAFC Morden, Manitoba Research Station has named a recently released variety of flax AC Hanley. This was named in memory of Garvin Hanley who was very active for many years in flax circles.

I hope this newsletter provides some insight and optimism in what is another difficult year for prairie agriculture.

Chris Hale

Events Calendar

Saskatchewan Nutraceutical Network
October 28 to 29, 2001
Saskatoon

Canadian Western Agribition
November 19 to 24, 2001
Regina (Visit Saskatchewan Flax Development Commission and Sask Bounty exhibits)

Crop Production Week
January 7 to 12, 2002
Saskatoon Inn, Saskatoon
(www.cropweek.com)

Focus on Flax
January 7, 2002
Saskatchewan Flax Development Commission annual business meeting and industry update

Crop Production Week 2002 General Session
January 9, 2002 evening
Saskatoon Inn.
"The Business of Organic Farming"

Western Canadian Crop Production Show
January 8 to 11, 2002
Prairieland Park, Saskatoon

Flax photos courtesy of Flax Council of Canada

lodging resistance (straw strength) as compared to NorLin and Flanders. In terms of oil content it is a medium oil content variety at 43%. The oil of AC Hanley has up to 57.5% alpha-linolenic fatty acid, which is in the very high range for currently available cultivars. AC Hanley is immune to rust, possessing multigenic resistance (K1 and M3) to flax rust, has significantly improved Fusarium wilt resistance and is resistant to powdery mildew.

AC Hanley was released and registered by Agriculture and Agri-Food Canada in 2001. This variety was named by Agriculture and Agri-Food Canada in honour of the Flax Council of Canada founder, and long-serving Chairperson, Garvin Hanley, deceased, of Regina. The growing of seed in preparation for commercial production began this spring by SeCan Association, with some acres planted in Manitoba. The variety will be available to producers for limited growing in the spring of 2003.

FP 1096 was recommended for registration at the 2001 Prairie Registration Recommending Committee for Grain. This particular variety is a high yielding and is particularly adapted to the Black Soil Zones (Longer Growing Season) of Saskatchewan. In these areas, FP 1096 is a medium maturing variety requiring 96 days to reach maturity, which is 1 day earlier than Flanders. FP 1096 has improved lodging resistance (straw strength) as compared to NorLin and Flanders. FP 1096 is a high oil content variety having 46% oil. FP 1096's oil has up to 56% alpha linolenic acid which puts it in the high range of currently available cultivars. In addition, it has a large seed size and has a significantly higher protein than Flanders. FP 1096 is immune to rust and has significantly improved Fusarium wilt resistance. Development of breeder seed is occurring presently at Agriculture and Agri-Food Canada's Seed Increase Unit at Indian Head, Saskatchewan. The variety will be available to producers in limited quantities by 2004. The distribution and marketing is being handled by Proven Seed, UGG Ltd.

Flax Winning Combination

Flax Crusted Pork Tenderloin accompanied by Sage Infused Saskatoon Berry Pork Reduction with Wild Mushroom Barley Ragout and Summer Vegetables created by Culinary Team Chef D. Cotton, Apprentice Chef B. Lesley, Western Producer writer BettyAnn Deobald and producer Cliff Ehr captured top honours at Saskatchewan Bounty's first gala, June 2001.

The gala brought together Saskatchewan chefs, producers and media who worked hard to not only cook but also exchange knowledge, develop relationships and share this wonderfully unique eating experience.

Flax was well represented at the event with Director Bob Linnell slaving away in the kitchen with his teammates. As well, flax fiber from Saskatchewan flax was used in the manufacture of the paper for the event menus. Directors Chris Hale and Allen Kuhlmann and staff Linda Braun and Janice Henriksen joined Bob for the banquet event to celebrate the goodness of our commodities.

Saskatchewan Bounty has partnered with SAF to present to the public, more creative cuisines featuring Saskatchewan's commodities. Stop by the display at Canadian Western Agribition, enjoy a cooking demonstration with some of Saskatchewan's best chefs and collect this year's edition of Taste of Saskatchewan cookbook.

For more information about Saskatchewan Bounty, contact 306.987.6543 or visit the web at www.saskbounty.com

First class Flax Recipes

Flax Seed Crusted Pork Tenderloin

2	Pork Tenderloin, 6 -7 oz. each Remove silver skin from pork	2

Crust

2 Tbsp	Dijon mustard	30 mL
1 tsp	Fresh sage	5 mL
	salt and pepper	
¼ cup	Flax seeds	50 mL

Season Dijon mustard with salt, black pepper and chopped fresh sage. Brush this onto cleaned pork and sprinkle with flaxseeds. Place onto a parchment paper lined baking sheets; cover and refrigerate. Remove from fridge 45 minutes before cooking time. Roast at 450°F for 15 minutes and rest for 8 to 10 minutes before carving. *Serves 8*

specialty FOOD STORES

There are a number of retail outlets that are always on the lookout for specialty products.

They can be added to the in-store selection or be used in their mail order gift basket department.

Meinhardt Fine Foods is found in the eclectic South Granville area of Vancouver.

The store has a reputation for providing quality foods from around the world. They carry many lines of domestic and imported products.

They also have an in-store bakery and provide fresh meats and produce for their customers.

They have an extensive line of gift baskets available through mail order. Many of our Saskatchewan made products would be suitable for these gourmet gift baskets.

Calgary's **Eau Claire Market** has a collection of fine food stores that cater to all tastes.

The market is regularly patronized by consumers who value quality food regardless of cost.

The **Urban Fare** stores in Vancouver and Edmonton also cater to the upscale consumer. With locations in Yaletown and Crestwood, these stores carefully choose their product lines to appeal to their customers.

Urban Fare also has a line of gift baskets available by mail order and on-line. Their themes include "Canadiana Collection", "Weekend Brunch" and "Gourmet Celebration Collection".

There are a few specialty food outlets in Saskatchewan that carry local products. The **Bulk Cheese Warehouse**, located on Broadway Avenue in Saskatoon, has a reputation for providing quality products and excellent service.

Nutter's Bulk and Natural Food Store, with locations throughout western Canada, stocks locally produced food for its clientele.

For more information about any of these outlets please contact the Food Centre at **933-7556** or **info@foodcentre.sk.ca**.

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◆ **Where can you find reviews of current industry articles and websites?**

Saskatchewan Food News

Watch for it in the next issue of Food Centre Focus

Food Centre is in partnership with:

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Canada Saskatchewan

Celebrating Saskatchewan's Bounty

Saskatchewan Bounty's goal of forming an association of commodity groups to partner with the food community to promote Saskatchewan foods is a reality. Thanks to the efforts of Dorothy Long, Canola Info, AFIF funding seed money was secured and the founding Board (beef, turkey, canola,. flax) has been actively developing programs that celebrate the goodness of our commodities, with focus on the culinary, nutritional and food safety issues.

Saskatchewan Bounty

In June our Gala event will bring together producers, chefs, cooks, and the media. Chefs will be challenged to create dishes using food products from Saskatchewan Bounty members. The invitational event will take a very positive agri-food message to the public and provide ample opportunity for food professionals and passionate producers to exchange knowledge, develop relationships and enjoy this wonderfully unique eating experience.

In conjunction with Tourism Saskatchewan, visitors to our province can "take home a taste of Saskatchewan" and create wholesome, great tasting dishes using our Sask. Bounty promo sheets showcasing good food and good ideas. Stop by tourist centers this summer to get your set of "Saskatchewan Bounty" recipe collection.

For additional information about Saskatchewan Bounty contact us at 306.987.6543 or at www.saskbounty.com

Graham and Flax Crackers

375 mL	whole wheat flour	1½ cups
250 mL	all purpose flour	1 cup
125 mL	milled (ground) flax	½ cup
25 mL	flax seed	2 tbsp
5 mL	baking powder	1 tsp
2 mL	baking soda	½ tsp
2 mL	salt	½ tsp
75 mL	butter or canola margarine	⅓ cup
125 mL	milk	½ cup
25 mL	brown sugar	2 tbsp
25 mL	liquid honey	2 tbsp

- In a bowl, combine whole wheat flour, all purpose flour, milled flax, flax seed, baking powder, baking soda, and salt, mix well.
- Add butter; rub together until mixture forms mealy texture.
- In a small bowl mix together milk, sugar and honey.
- Add to flour mixture and stir well (dough should be stiff).
- Divide into two balls, wrap in plastic, and chill 1 hour.
- Preheat oven 180°C (350°F).
- Roll out dough to 3 mm (⅛ inch) thickness on a lightly floured surface.
- Cut into 7.5 cm (3 inch) squares, prick with a fork.
- Bake on a lightly greased baking sheets until crisp and golden, about 15-20 minutes.
- Makes 14 servings.

Food Centre Focus

Saskatchewan Food Industry Development Centre Inc.

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Culinary Conference

Company Profile

PAC-EX 2001

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Saskatchewan Bounty Gala

courtesy of Saskatchewan Bounty

Flax Crusted Pork Tenderloin - 1st place

Saskatchewan Bounty held a gala dinner to showcase new dishes using food products from member commodity producer groups.

The producers teamed up with chefs and media personalities to create an array of unique tastes.

Over **120 attendees** sampled the creations made with beef, pork, lamb, turkey and fish.

Chef Vince LaPointe, Amy Hadley and Peter Wilson judged the event and they chose the menu created by **Chef Derek Cotton** as the first place winner.

The menu included an entree of Flax Crusted Pork Tenderloin accompanied by Sage Infused Saskatoon Berry Port Reduction with Wild Mushroom Barley Ragout & Summer Vegetables.

The guests voted for the menu created by **Chef Shona Pearson** as the **People's Choice Award.**

The appetizer for this menu was Saskatchewan Breads and Grilled Asparagus and Candied Steelhead with Creamy Vinaigrette.

Pictures from the event can be seen on the Saskatchewan Bounty website at **www.saskbounty.com.**

The guest speaker for the evening was **Judy Schultz**, a journalist with the ***Edmonton Journal.***

She talked about the perception of prairie cuisine and how we should be educating people about the potential for agri-tourism in this province.

Saskatchewan Bounty has also created a series of **flyers** that show the diversity of recipes using Saskatchewan grown ingredients.

These flyers, with printable recipes, can also be seen on the Saskatchewan Bounty website.

For more information please call 933-7556 or 387-6338.

courtesy of Saskatchewan Bounty

People's Choice Appetizer

Beef Information Centre - By Word of Mouth

- by Joan Perrin, National Producer Communications Manager

I have been working with a group called Saskatchewan Bounty and producers have asked, "What are you doing?".

Sask Bounty is all about building passion and pride in prairie food. It is about taking the quality of what we produce, tying it to culture and tourism and selling it to the world. In Saskatchewan there is a tradition of sharing food. Our good times tend to be associated around food. All to often we don't think about the formality, the fun or the passion of these occasions.

Sask Bounty is about being proud of our province, our culinary traditions and what we produce. Prairie people, like prairie foods, are practical, wholesome and down to earth. Prairie people are also introspective, proud of traditions and love to share foods and Sask Bounty is about sharing thoughts. Consumers want to know more about how food is produced. It is about marketing the pride in our products.

It is celebrating and promoting the goodness of our Saskatchewan foods. Being passionate about what we do. Saskatchewan Bounty is a partnership of commodity associations that strives to partner agriculture, cuisine and tourism.

B.I.C. is a founding partner - that wasn't a great achievement. I happened to show up at the first meeting and sometimes that's one of the consequences of showing up. I participated for beef because I think there is opportunity to drive beef sales through eating experiences. According to the Conference Board of Canada, there are three things tourists want to do: They want to be entertained, to shop, to eat. Of those three, the top priority - number one - is the eating

Finding great places to eat really makes a trip memorable. It's something to talk about and that's how one learns of these 'best kept secrets.' We think there is tourist opportunity in promoting these special eateries and the great people that run them. Sask Bounty started By Word of Mouth, a monthly column that runs in the Regina and Saskatoon papers. We've written about Station Arts Tearoom in Rosthern on Highway 11, The Stopping Place south of Ruthilda Stranraer Road, The Big River Hotel, Pilgrim's Restaurant in Caronport on Highway 1, and Moose Jaw's Overseas Restaurant.

In June a Saskatchewan Bounty Gala provided chefs, producers and media with a forum to exchange ideas and perspectives. The Gala was also a culinary competition. Five teams lead by chefs from across Saskatchewan competed for prize money and bragging rights as Saskatchewan's finest. Beef was the main course feature by two of the five teams and Mary Jane Saville, B.I.C. Committee member and producer from Ravenscrag, SK. assisted on one of the "beef teams". Saville joined the team headed by Chef Ryan L'Heureux from Calories, one of Saskatoon's finest restaurants. Jeff Rogstad, a Saskatoon CFQC TV personality, and apprentice chef, Danielle De Roo, rounded out the 4-person team.

Chef Ryan carried the weight of the competition strategy designing a menu highlighting Saskatchewan's finest food products. In this case, the beef cut was strip loin medallions - a new cut being introduced in B.I.C.'s new beef Merchandising Guide. This was the first time Ryan had heard or worked with this cut Saville feels this underlined the need to move beef information like this "down the line" to professionals working in the field.

Plate presentation is part of the sensation of food. There were oohs and aahs. There were five different menus and everything looked so good. Guest - some strangers before the evening started - began sharing. Plates were passed and bits exchanged. That's part of the great food experience. Colour, taste, presentation and use of Saskatchewan product all played into scoring the team efforts. The teams working with beef took two of the top three spots!

Saville reflected, "As producers, we are at the beginning of the process. It was interesting to see the spectacular was Saskatchewan products can be showcased. You don't have to import to make a spectacular meal."

Guest speaker, Judy Schultz, feature writer for the Edmonton Journal, spoke to the four commandments of prairie cuisine and the importance of the message to the public about our agri-food tourism potential

Schultz said, "Here on the prairies, we've always been good at feasting. But there have always been rules. I call

continued of page 19

SHA President's Message - by Claude Wasden

Fellow cattle breeders....
After one of the driest summers on record it makes us all proud of the easy doing ability of Hereford cattle to handle the drought.

Once again, last years record calf prices are being shattered by even higher prices and what a beautiful problem to have for all commercial calf producers. With a shortage of feed on the prairies we will probably see heavy culling of cow herds and very few replacements kept back. This should help calf prices from dropping for a few more years.

Since the March issue of "Cattle Call" the scenery has changed in the Saskatchewan Hereford office. Marilyn Charlton has replaced Susan Buckle as our General Manager and I have replaced Brian Longworth as President. Both Marilyn and I have big shoes to fill.

A big "thank you" to Susan and Brian for all the hard work they put into promoting our breed.

Our office has moved from Regina to Weyburn so Marilyn can operate the Hereford office from her home. This will be a cost saving for our Association and easier for Marilyn.

Marilyn and I will try our best to promote Herefords in Saskatchewan, but are open to any suggestions any commercial or purebred producers might have to improve our "Cattle Call" magazine or to promote Herefords in general. So don't hesitate to give us a call or talk to us at one of the fall shows or sales. We also have a great Board of Directors that will help in anyway they can as well. o

Beef Information Centre Report ..... continued from Page 7

them the three commandments of prairie food. The first commandment: thou shalt eat meat. She talked about chicken fried steak (that is really beef). Texans are so smart. They have branded that dish so well that entire busloads of tourists arrive at the Broken Spoke just to eat it. This is nobody's idea of haute cuisine, but it sells. I mention this to you because .... it's not about Texas, not even about food. It's about marketing. It's about branding a product. It's about selling the sizzle."

"So if the first commandment of prairie eating is meat, here's the second commandment: On special occasions, thou shalt eat birds. Chickens, ducks, turkey being the third bird of choice for big prairie whing-dings. Christmas, Thanksgiving weddings and of course, the traditional fowl supper."

"There's a third commandment about prairie suppers: Thou shalt eat pie. I remember those fowl suppers so well, especially the pie part. There was always a lot of variety: everything from pumpkin to Saskatoon to something with an unusual name of flapper pie." Schultz ended with another commandment of prairie eating: "Clean up your plate, there are little children starving in China."

At the gala once again, Saskatchewan proved world class in both its products and its people. The format gave the media a reason to come to the event and something to talk about. The evening was about taking the quality of what we produce, tying it to our culture and telling the world.

For more information, check us out on the Internet:
www.saskbounty.com/html/events.html
www.saskbounty.com/html/mouth.html

SSGA Semi-annual
Due January 18, 2002

What's has B.I.C. been doing in SK in 2001?
By Joan Perrin, National Producer Communications Manager

Here's where B.I.C. was visible in SK.

January 2001:

2001 started with B.I.C.'s first promotion at Bonanza restaurants. *Take Another Taste – Proud to serve you all Canadian AAA* is the slogan. This is the first time Bonanza used all Canadian product and they upgraded to AAA on much of their steak line. The nine-week promotion with six Bonanza restaurants ran in both SK and MB. Consumers were made aware of the promotion by direct mail in all markets with print, radio and TV advertising in limited markets. Same store sales increased 7% on five AAA steaks and AAA remained on the menu. They continued using AAA and initiated a promotion on two new steak lines in January 2002.

B.I.C. partnered with The Keg's 63 restaurants on the latest "Obsessed with Steak" promotion. Customer awareness included a three-week radio campaign. B.I.C.'s interest was to increase volume sales and continue a long time relationship with a national market leader. 306,053 pounds of beef sold in the 7-week promotion.

B.I.C.'s second kit to assist independent restaurants with beef promotions was launched in January 2001. These restaurants make up nearly two-thirds of the foodservice units in Canada. The kit contained two booklets to educate operators on " How to beef up your business" and "Add some sizzle to your sales" , as well as tabletop display materials and staff training information. 750 kits were produced and to date 540 have been distributed.

January media covered the BSE outbreak in Europe. To respond, a CCA issues management paper on BSE was circulated to 72 industry influencers in SK, including retailers, packers, dietitians, media, foodservice schools, government/associations and industry associates at the University of Saskatchewan.

February:
B.I.C. sponsored the first ever *Iron Chef* competition at the Sask Cuisine Culinary Salon. Team Regina won this event put on by the Regina Academy of Chefs and Cooks. In handing out the awards, Marty Carpenter said, "The four competing teams of chefs showcased innovation, quality, new styles and flavours for Canadian AAA . It is this type of event that captures TV news broadcasts." B.I.C.'s sponsorship put beef in eight articles with a circulation of 248,633. This was funded by the SK Beef Development Fund.

The SK office of the Heart and Stroke Foundation received 15,000 copies of a new brochure *HeartSmart Nutrition on the Run*, partnered with the Heart & Stroke Foundation. They will use it throughout the year as educational material.

A new cut charts called a *Beef Merchandising Guide* was launched in February and has over 20 new cuts not commonly merchandised in Canada. New Quick roasts and medallions are getting specific promotion.

March:
Marty Carpenter, B.I.C.'s chef on staff presented a seminar in Saskatoon with IBP Lakeside for Serca, Canada's largest foodservice distributor. This built on a seminar conducted the year before. Serca reported their beef sales are up 16% in Saskatchewan.

B.I.C.'s first promotion at Earl's Restaurants (48 locations in Western Canada) helped to introduce Canadian beef on Earl's menu. A new cutting technique for striploin was sold as the "California Cut' . It is a thick cut striploin that better utilizes the heavy carcasses. 38,588 pounds of beef sold in the 4-week promotion.

A nutrition ad focusing on iron was placed in a SK Dietitians of Canada nutrition special in the Star Phoenix as part of their Nutrition Month activities. This paper circulates to 65,000.

Beef up Your Business foodservice newsletter is mailed four times a year to 337 in the foodservice business. It went to restaurants in January, March and August.

We also mailed B.I.C.'s newest brochures to Home Economists in the province and beef information reached Home Ec students through a sponsorship.

April:
Dr. Bruce Reeder spoke on Obesity and Diet and Michelle Claussen's Lipid Lowering Strategies for Hyperlipidemia at a Multidisciplinary Education conference sponsored by Division of Continuing Medical and Nursing Education, University of Saskatchewan and the Heart & Stroke Foundation. B.I.C. sponsored both speakers and we set up a Heart and Stroke display on April 6th-7th, 2001. 112 were registered at this program

Beef partnered with Danby's restaurant at A Taste of Spring, April 19th - 21st to promote hip and shank cuts.

May:

Bonnie Lacroix, Food Safety expert did radio interviews in Regina and Saskatoon as part of a national media campaign. The print media which followed showed everyone has a responsibility in food safety and consumers have a role to play through proper storage and food handling.

BBQ press releases and new BBQ brochure features Saskatchewan Native Celebrity Chef Cinda Chavich.

June:

A gala launched SK Bounty to media and leaders in the agricultural industry. Media coverage included several stories on CBC radio and TV, CKCK and CJME radio, Global TV and written articles in *The Western Producer*, *Manitoba Co-operator*, *Grainews*, *Western Restaurant News*, and five commodity newsletters including canola, flax, pork, pulse, beef and the Food Centre newsletter.

A print food safety campaign was picked up in a full colour page in The Leader Post with a circulation of 60,000.

July:
A restaurant promotion at Moxie's Classic Grill July 1st at 34 locations from BC – Ontario introduced Sterling Silver® branded beef. This effort included sales promotion, menu upgrades and staff training programs. Steak purchases leaped from $160,000 to more than $900,000 in just one year.

B.I.C. retail sales rep continued an on-going program of taking beef point of sale materials into larger grocery stores. They visit 10 stores in Regina, and 8 stores in Saskatoon. Recipe cards are distributed six times a year and go into stores in January, March, May, July, September and November.

August:

A new combined *Beef Merchandising* and *Consumer Guide* were launched in August.

September:
John Baker and Michael Young were well received as conference speakers at two cutting demonstrations for 220 Meat Managers at Federated Co-op's Conference.

Marty Carpenter did a presentation for 35 Serca reps and 30 of Serca's health care clients, called The Nutrition Management Group. Earlier he had spoken to 19 chefs from the Regina and Saskatoon Chef's Association.

October:

Dare to Dance students received a presentation on *A Matter of Fat* for 75 - 100 dancers in Moose Jaw.

November:
A Matter of Fat presentation was done for 300 from the Dare to Dance group in Saskatoon.

Fall Fair in Saskatoon Ag - education presentation went well for grade four students and B.I.C. has done this presentation for 12th years.

The beef display at Agribition's Agri-Ed showcase got lots of compliments! It was the fifteenth year this showcase has run and several new displays were added - a new roulette wheel, a pride in the industry display with saddle, branding stamps and silhouette of cowboy.

The school presentations co-ordinate with both Agribition and Mexibition. There have been 56 *Pasture to Plate* presentations this year.

December:

Promotions work. Last year, getting Tony Roma's to switch to Canadian beef in all 11 operations was a success. They continue to use Sterling Silver® beef. As well, the operations have switched to Canadian beef ribs. Looking back at a year in review, that's the kind of results that show the beef check-off is working for you.

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Appendix C
Recipe Leaflets

Plan a spring picnic

BY DOROTHY LONG

Celebrate spring by enjoying foods the season has to offer — rhubarb, asparagus and fresh greens. Where better to enjoy them but in a patch of crocuses on a sunny spring day. The following recipes combine to form a wonderful spring menu perfect for a picnic. Enjoy!

Photo courtesy of Saskatchewan Bounty

HAM MOUSSE

1 pkg. (3 oz.) lemon-flavored gelatin
½ tsp. salt
1½ cup boiling water
2 Tbsp. vinegar
⅓ cup whipping cream
⅓ cup mayonnaise
1 cup diced ham
½ cup thinly sliced celery
½ cup grated cucumber, excess juice squeezed out
½ cup chopped stuffed olives
1 tsp. grated onion

Dissolve lemon gelatin and salt in boiling water. Add vinegar; stir, and chill until very thick, about 1 hour 15 minutes. Whip the cream; add to mayonnaise and whisk into gelatin, blending well. Fold in ham, celery, cucumber, olives and onion. Pour into a 4-cup mold, or 8 individual molds. Chill until firm. Unmold onto serving dishes. Yield: 8 servings.

RHUBARB-STRAWBERRY JUICE

3 lb. diced rhubarb, about 12 cups
1 lb. strawberries, about 4 cups chopped
2 qt. water
3 cups granulated sugar
10 cups boiling water
Juice of one lemon, strained

Combine rhubarb, strawberries and water in a large saucepan; bring to a boil over medium-high heat. Reduce heat to a simmer; cook until rhubarb is tender, about 25 minutes. Strain through a jelly bag without squeezing; should yield about 11 cups. Dissolve sugar in boiling water and add to juice.

Continued on page 6

PLAN A SPRING PICNIC

Continued from page 1

Add lemon juice; stir. Store in sealed container in refrigerator.

Yield: 24 servings.

DEVILLED EGGS

6 hard boiled eggs, shelled, halved lengthwise; separate yolk and white
2 Tbsp. mayonnaise
⅓ cup very finely chopped lettuce
2 tsp. minced green onion
2 tsp. minced radish
1 tsp. finely chopped fresh dill (½ tsp. dried)
½ tsp. prepared mustard
Salt and pepper to taste
Paprika for garnish

Mash egg yolks in a bowl with a fork. Add mayonnaise; mix well. Add lettuce, onion, radish, dill, mustard, salt and pepper. Scoop filling back into egg whites.

Arrange on serving plate. Sprinkle lightly with paprika. Yield: 12 servings.

FRUIT SALAD ON SPRING GREENS WITH HONEY OIL DRESSING

½ cup canola oil
¼ cup liquid honey
¼ cup lemon juice
1 Tbsp. chopped chives
½ tsp. crushed basil (dill, thyme or mint can also be used)
1 cup per person of mixed chunks of fruit (strawberries, melon, banana, grapes, oranges, etc.)
¼ tsp. paprika
¼ tsp. salt
½ cup per person of spring greens or mesclun mix
1 Tbsp. raw sunflower seeds per person

In a jar with a tight fitting lid combine oil, honey, lemon juice, chives, basil, paprika and salt; shake well. In a bowl, toss together fruit, greens and 1 Tbsp. dressing per person. Divide into individual salad plates or bowls.

Sprinkle each with sunflower seeds.

Yield: 16 servings.

TURKEY AND ASPARAGUS SALAD

2½ cups diced roasted turkey
12 asparagus spears
¼ cup toasted, sliced natural almonds
¼ cup mayonnaise
Salt and pepper to taste
2 cups shredded lettuce
12 cherry tomatoes, halved

Snap woody ends off bottom of asparagus stalks. Cook spears 3 minutes in boiling water. Drain; run under cold water to cool. Drain well. Cut top 3" off spear; set aside. Cut remaining stalk into ½" pieces. In a bowl, mix together turkey, asparagus pieces, almonds, mayonnaise, salt and pepper. Line 4 bowls with ½ cup shredded lettuce. Top with ¾ cup turkey salad. Tuck 3 asparagus tops into each salad. Garnish each salad with 6 tomato halves. Yield: 4 servings.

Dorothy Long is a home economist with Canola Information Service, which is funded by the Saskatchewan Canola Development Commission.

Nothing tastes as good as a tailgate lunch

BY DOROTHY LONG

A new group, called Saskatchewan Bounty, has partnered commodity groups with tourism and cuisine to promote the goodness of Saskatchewan food. Although the concept is based in Saskatchewan, it really has its roots deep in the culture and cuisine of the prairies. This is evident when one looks at the recipe pamphlets developed by the group. Using ingredients produced on the prairies, the recipes reflect prairie cultures through typical menus like Nature's Lure, which features fried pickerel, or Harvest Reward's Rolled and stuffed turkey breast. Below are recipes from the tailgate lunch menu which are based on meals for the field for the busy farming season.

For more information on Saskatchewan Bounty, check out their web site at *www.saskbounty.com* or order the recipe sheets at *info@saskbounty.com*.

CREAMED BABY POTATOES

1½ lb. baby potatoes, (24–30 nugget size)
½ tsp salt
2 Tbsp. butter
3 green onions, sliced
2 Tbsp. chopped dill
2 Tbsp. all-purpose flour
1 cup whole milk
½ tsp. salt
⅛ tsp. pepper

Scrub potatoes, leave skin on. In a large saucepan, cover potatoes with water and salt, bring to a boil, over high heat. Reduce heat, cover, simmer until tender; about 20 minutes. Drain. In a saucepan, over medium low heat, sauté green onions in butter until soft, about 3 minutes. Add dill and sprinkle flour over onion, stir until blended. Slowly stir in milk, bring to a boil, and cook until thickened. Add potatoes, salt, and stir just until potatoes are coated.

Makes 6 servings.

OVEN FRIED CHICKEN

3–4 lb. fryer chicken cut up (or chicken parts)
2 eggs
½ cup buttermilk or milk
¾ cup crushed cornflakes
⅓ cup ground flax
2 tsp. paprika
2 tsp. dried crushed parsley
1 tsp. salt
½ tsp. poultry seasoning
½ tsp. pepper
¼ cup melted butter or canola margarine
1 clove garlic, minced (optional)

Preheat oven to 375°F. Rinse chicken in cold water, pat dry with paper towel. In a bowl, beat eggs until frothy, stir in buttermilk. In a plastic or paper bag combine crushed cornflakes, flax, paprika, parsley, salt, poultry seasoning and pepper. Dip chicken into egg mixture, and then coat with seasoned crumb mixture. Arrange pieces on foil or parchment-lined baking sheet. Add garlic (if desired) to melted butter and drizzle over chicken. Bake on center rack until chicken is tender, and juices run clear, about 50–60 minutes.

Makes 6 servings.

RHUBARB SLICE

1 cup all-purpose flour
¼ cup packed brown sugar
1 tsp. baking powder
¼ tsp. salt
½ cup melted butter or canola margarine
1 egg, beaten
1 cup granulated sugar
½ cup all-purpose flour
½ cup melted butter or canola margarine
2 eggs, beaten
2 Tbsp. cream
4 cups chopped rhubarb*
2 Tbsp. granulated sugar
1 tsp. cinnamon

Preheat oven to 350F. In a bowl, mix together flour, brown sugar, baking powder, salt, butter and egg. Reserve 1 cup; pat remainder into a greased 8" pan. In another bowl combine granulated sugar, ½ cup flour, butter, eggs, cream and rhubarb; stir. Pour over crust. Sprinkle reserved crumbs over. Mix together sugar and cinnamon, sprinkle over top. Bake until custard is set, about 60 minutes.

Makes 16 servings.

*Raspberries can be substituted or combined with rhubarb.

Dorothy Long is a home economist with Canola Information Service, which is funded by the Saskatchewan Canola Development Commission

Farmlife August 2001

Grey Cup Party Buffet

BY DOROTHY LONG

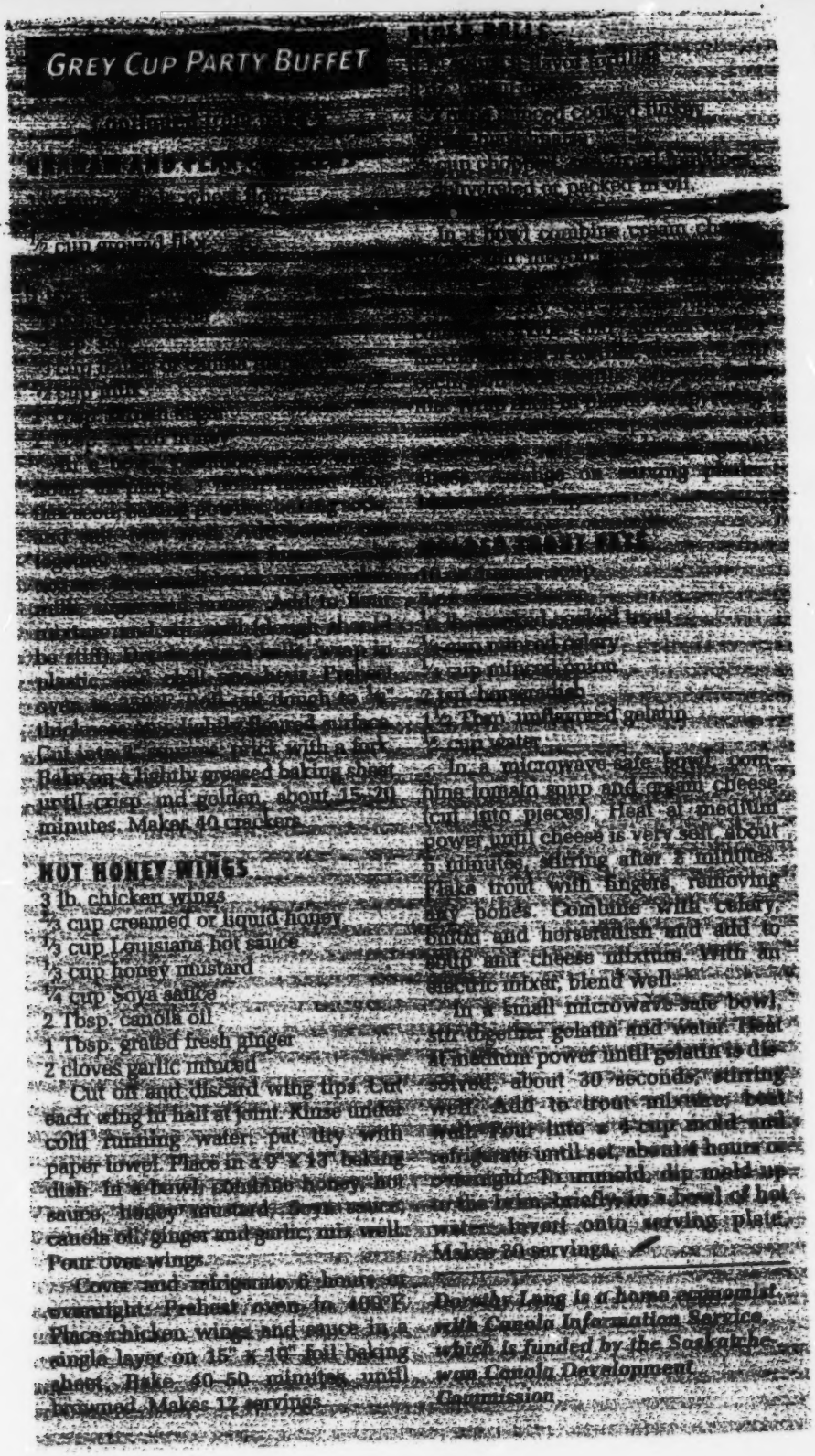
My favorite Grey Cup party will always be the one where the Saskatchewan Roughriders pulled it out of the fire in 1984. Even though I am sure the Riders will not be in the final this year, Grey Cup is still a grand opportunity to gather with friends. The following menu was developed by the Saskatchewan Bounty team (a joint commodity organization) and features finger food to satisfy party-goers. My favorite, of course, is the Rider Rolls!

CLUB SUBETTES

1 whole-wheat or multi-grain baguette
2 Tbsp. mayonnaise
2 leaves of lettuce, torn into 3" strips
¼ lb. thinly sliced cooked turkey
4 slices bacon, cooked
3 oz. cheddar cheese, sliced into 8 slices
2 Roma tomatoes, sliced ¼" thick
Salt and pepper to taste

Slice baguette in half lengthwise. Spread mayonnaise on bottom slice. Follow with lettuce, turkey slices, bacon, cheese and tomato slices. Season with salt and pepper. Close sandwich with top slice. Cut in half diagonally. Cut each half into 6 diagonal slices about 1½" wide. Hold together with cocktail picks or wooden picks. Makes 12 servings.

Continued on page 6



plastic ... Preheat ... thick ... Cut ... with a fork. Bake on a lightly greased baking sheet until crisp and golden, about 15-20 minutes. Makes 40 crackers.

HOT HONEY WINGS

3 lb. chicken wings
⅔ cup creamed or liquid honey
⅓ cup Louisiana hot sauce
⅓ cup honey mustard
¼ cup soya sauce
2 Tbsp. canola oil
1 Tbsp. grated fresh ginger
2 cloves garlic minced

Cut off and discard wing tips. Cut each wing in half at joint. Rinse under cold running water; pat dry with paper towel. Place in a 9" x 13" baking dish. In a bowl, combine honey, hot sauce, honey mustard, soya sauce, canola oil, ginger and garlic; mix well. Pour over wings.

Cover and refrigerate 6 hours or overnight. Preheat oven to 400°F. Place chicken wings and sauce in a single layer on 15" x 10" foil baking sheet. Bake, 40-50 minutes, until browned. Makes 12 servings.

Dorothy Long is a home economist with Canola Information Service, which is funded by the Saskatchewan Canola Development Commission.

Healthy Attitudes

WEIGHT CONTROL CENTRE

221 7538

10' x 27' Poster Panel

☐ Design approved as presented. Approved by : _____

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SUNNY DAYS

SAS TCHEWAN

Bounty

Saskatchewan Bounty

SUNNY DAYS

From sunrise to sunset and each delightful hour in between, visitors and residents alike bask in the glorious Saskatchewan sunshine. Not that we're a boastful bunch but we're proud to say that on average Saskatchewan records the most summer sunshine of any Canadian province!

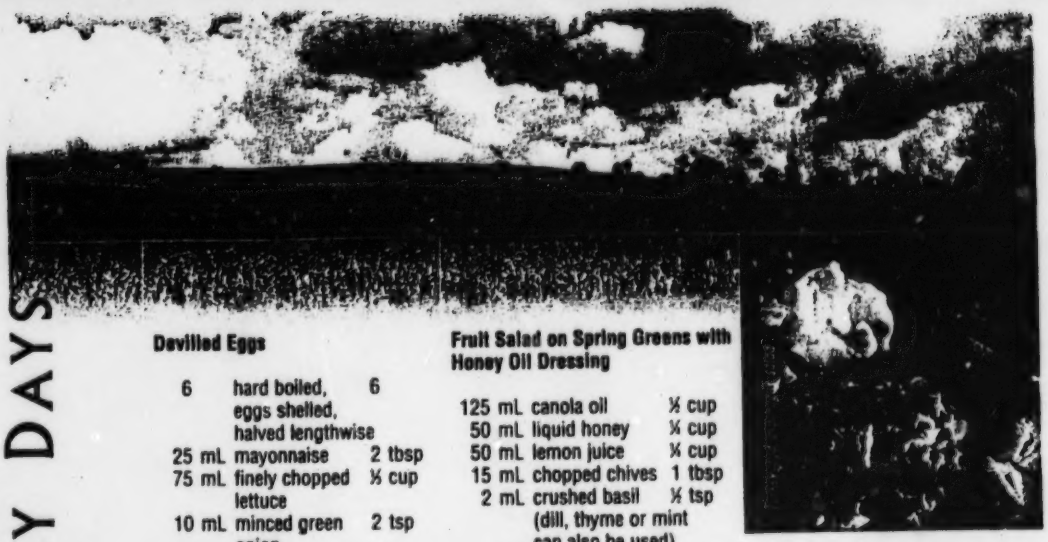
That welcome sunshine is reflected in the sparkle off the cool waters of our northern lakes, absorbed by the pr[illegible]e landscape; r[illegible]uced in our diverse agri-food products and above all, truly showcased in a Saskatchewan smile!

SUNNY DAYS

Agriculture is not just another industry in Saskatchewan. It's o y of helping the natural world feed us all. Saskatchewan farmers raise everything from oilseeds like canola, flax and mustard, to pulse crops like peas and chickpeas to vegetables, herbs and spices to beef and dairy cattle, pork and poultry to specialty livestock like wild boar and bison.

An added bonus of this business we call farming is the great down home cooking crafted with Saskatchewan's Bounty.

Take home a Taste of Saskatchewan.



SUNNY DAYS

Deviled Eggs

6	hard boiled, eggs shelled, halved lengthwise	6
25 mL	mayonnaise	2 tbsp
75 mL	finely chopped lettuce	⅓ cup
10 mL	minced green onion	2 tsp
10 mL	minced radish	2 tsp
5 mL	finely chopped fresh dill, (2 mL/⅔ tsp dried)	1 tsp
2 mL	prepared mustard	½ tsp
	salt and pepper	to taste
	paprika	for garnish

- Mash egg yolks in a bowl with fork.
- Add mayonnaise; mix well.
- Add lettuce, onion, radish, dill, mustard, salt and pepper.
- Scoop filling back into egg whites.
- Arrange on serving plate.
- Sprinkle lightly with paprika.
- Makes 12 servings.

Turkey and Asparagus Salad

625 mL	diced roast turkey	2½ cups
12	asparagus spears	12
50 mL	toasted, sliced natural almonds	¼ cup
50 mL	mayonnaise	¼ cup
	salt and pepper	to taste
500 mL	shredded lettuce	2 cups
12	cherry tomatoes, halved	12

- Snap woody ends off bottom of asparagus stalks.
- Cook spears 3 minutes in boiling water.
- Drain, run under cold water to cool, drain well.
- Cut top 7.5 cm (3 inch) off spear, set aside.
- Cut remaining stalk into 1 cm (½ inch) pieces.
- In a bowl mix together turkey, asparagus pieces, almonds, mayonnaise, salt and pepper.
- Line 4 bowls with 125 mL (½ cup) shredded lettuce.
- Top with 175 mL (¾ cup) turkey salad.
- Tuck 3 asparagus tops into each salad.
- Garnish each salad with 6 tomato halves.
- Makes 4 servings.

Fruit Salad on Spring Greens with Honey Oil Dressing

125 mL	canola oil	½ cup
50 mL	liquid honey	¼ cup
50 mL	lemon juice	¼ cup
15 mL	chopped chives	1 tbsp
2 mL	crushed basil (dill, thyme or mint can also be used)	½ tsp
1 mL	paprika	¼ tsp
1 mL	salt	¼ tsp
250 mL	mixed chunks of fruit (strawberries, melon, banana, grapes, oranges, etc.)	1 cup
	per person	
125 mL	spring greens or mesclun mix per person	½ cup
15 mL	raw sunflower seeds per person	1 tbsp

- In a jar with a tight fitting lid combine oil, honey, lemon juice, chives, basil, paprika and salt; shake well.
- In a bowl toss together fruit, greens and 15 mL (1 tbsp) dressing per person.
- Divide into individual salad plates or bowls.
- Sprinkle each with sunflower seeds.
- Makes 16 servings.

Rhubarb-strawberry Juice

1.5 kg	diced rhubarb, about 1.5 L (12 cups)	3 lbs
500 g	strawberries, about 1 L (4 cups) chopped	1 lb
2 L	water	2 qt
750 mL	granulated sugar	3 cups
2.5 L	boiling water	10 cups
	juice of one lemon, strained	

- Combine rhubarb, strawberries and water in a large saucepan; bring to a boil over medium high heat.
- Reduce heat to a simmer; cook until rhubarb is tender, about 25 minutes.
- Strain through a jelly bag without squeezing, (about 1.75 L) (11 cups).
- Dissolve sugar in boiling water and add to juice.
- Add lemon juice; stir.
- Store in sealed container in refrigerator.
- Makes 24 servings.

Ham Mousse

90 g	lemon flavoured gelatin	3 oz
2 mL	salt	½ tsp
375 mL	boiling water	1½ cups
25 mL	vinegar	2 tbsp
75 mL	whipping cream	⅓ cup
75 mL	mayonnaise	⅓ cup
250 mL	diced ham	1 cup
125 mL	thinly sliced celery	½ cup
125 mL	grated cucumber, excess juice squeezed out	½ cup
50 mL	chopped stuffed olives	¼ cup
5 mL	grated onion	1 tsp

- Dissolve lemon gelatin and salt in boiling water.
- Add vinegar, stir, and chill until very thick, about 1 hour 15 minutes.
- Whip cream; add to mayonnaise and whisk into gelatin, blending well.
- Fold in ham, celery, cucumber, olives and onion.
- Pour into a 1 L (4 cup) mold, or 8 individual molds.
- Chill until firm.
- Unmold onto serving dish(es).
- Makes 8 servings.

SASKATCHEWAN BOUNTY

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine. Our goal is to provide a forum to promote the goodness of Saskatchewan commodities.

Agri-Food Innovation Fund
InfraReady Products
Saskatchewan Beef Information Centre
Saskatchewan Canola Development Comm.
Saskatchewan Canola Growers Association
Saskatchewan Flax Development Commission
Saskatchewan Herb & Spice Association
Sask Pork
Saskatchewan Nutraceutical Network
Saskatchewan Pulse Growers
Saskatchewan Sheep Development Board
Saskatchewan Turkey Producers Mktg. Board
Tourism Regina
Tourism Saskatchewan
Tourism Saskatoon

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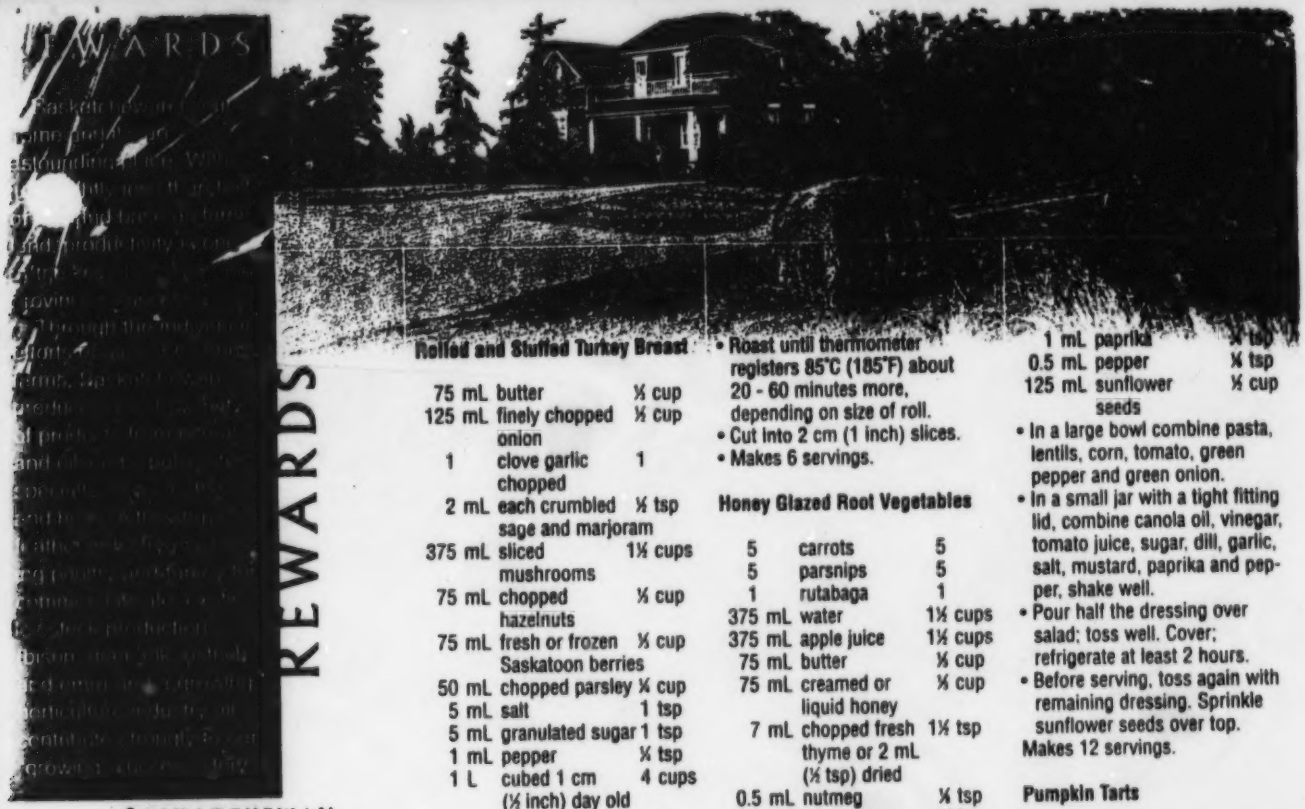
Tourism

SASKATCHEWAN REWARDS

Bounty

Saskatchewan Bounty



REWARDS

SASKATCHEWAN BOUNTY

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine. Our goal is to provide a forum to promote the goodness of Saskatchewan commodities.

Agri-Food Innovation Fund
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Sask Pork
Saskatchewan Nutraceutical Network
Saskatchewan Pulse Growers
Saskatchewan Sheep Development Board
Saskatchewan Turkey Producers Mktg. Board
Tourism Regina
Tourism Saskatchewan
Tourism Saskatoon

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Rolled and Stuffed Turkey Breast

75 mL	butter	⅓ cup
125 mL	finely chopped onion	½ cup
1	clove garlic chopped	1
2 mL	each crumbled sage and marjoram	½ tsp
375 mL	sliced mushrooms	1½ cups
75 mL	chopped hazelnuts	⅓ cup
75 mL	fresh or frozen Saskatoon berries	⅓ cup
50 mL	chopped parsley	¼ cup
5 mL	salt	1 tsp
5 mL	granulated sugar	1 tsp
1 mL	pepper	¼ tsp
1 L	cubed 1 cm (½ inch) day old flax bread	4 cups
1-1.5 kg	whole boneless turkey breast	2-3 lbs
5 mL	butter	1 tsp
	Salt and pepper	

- In a large skillet, melt butter over low heat.
- Add onion, garlic, sage and marjoram; stir and cook 5 minutes.
- Add mushrooms, hazelnuts, saskatoons, parsley, salt, sugar and pepper. Increase heat to medium; cook 3 minutes.
- Mix in bread cubes; stir well. Remove from heat and let cool.
- Lay breast butterfly style, skin side down on a sheet of parchment or waxed paper. Slide a sharp knife under loose filet, cutting almost to the edge, fold flap back to lay on the counter, making breast surface larger. Cover with a sheet of parchment or waxed paper.
- Pound turkey with a flat meat mallet to an even thickness.
- Spoon dressing over breast. Roll up jellyroll fashion, starting at the short end. Tie around roll at 5 cm (2 inch) intervals.
- Drizzle with butter and season with salt and pepper. Insert a meat thermometer in the thickest part of the roll and loosely cover with foil.
- Roast in a preheated 160°C (325°F) oven, removing foil after 1 hour.
- Roast until thermometer registers 85°C (185°F) about 20 - 60 minutes more, depending on size of roll.
- Cut into 2 cm (1 inch) slices.
- Makes 6 servings.

Honey Glazed Root Vegetables

5	carrots	5
5	parsnips	5
1	rutabaga	1
375 mL	water	1½ cups
375 mL	apple juice	1½ cups
75 mL	butter	⅓ cup
75 mL	creamed or liquid honey	⅓ cup
7 mL	chopped fresh thyme or 2 mL (½ tsp) dried	1½ tsp
0.5 mL	nutmeg	⅛ tsp
0.5 mL	pepper	⅛ tsp

- Peel and cut vegetables into 7 cm (3 inch) julienne strips.
- In a large saucepan combine vegetables, water and apple juice, cover, cook until tender (45 - 55 minutes). Drain.
- Add butter, honey, thyme, nutmeg and pepper to saucepan, melt butter and honey over medium heat.Return vegetables to the saucepan and cook over medium heat, uncovered, stirring until glazed, about 6 minutes.
- Makes 8 servings.

Marinated Corn and Lentil Pasta Salad

250 mL	whole wheat elbow macaroni, cooked	1 cup
375 mL	cooked lentils	1½ cups
250 mL	corn kernels, blanched	1 cup
1	tomato, diced	1
½	green pepper, diced	½
1	green onion, sliced	1
75 mL	canola oil	⅓ cup
25 mL	vinegar	2 tbsp
25 mL	tomato juice	2 tbsp
15 mL	granulated sugar	1 tbsp
15 mL	chopped fresh dill or 2 mL (½ tsp) dry	1 tbsp
2	cloves garlic, chopped	2
2 mL	salt	½ tsp
2 mL	dry mustard	½ tsp
1 mL	paprika	¼ tsp
0.5 mL	pepper	⅛ tsp
125 mL	sunflower seeds	½ cup

- In a large bowl combine pasta, lentils, corn, tomato, green pepper and green onion.
- In a small jar with a tight fitting lid, combine canola oil, vinegar, tomato juice, sugar, dill, garlic, salt, mustard, paprika and pepper, shake well.
- Pour half the dressing over salad; toss well. Cover; refrigerate at least 2 hours.
- Before serving, toss again with remaining dressing. Sprinkle sunflower seeds over top.

Makes 12 servings.

Pumpkin Tarts

250 mL	cream milk	1 cup
125 mL	canola oil	½ cup
1	egg, beaten	1
25 mL	granulated sugar	2 tbsp
10 mL	baking powder	2 tsp
1 mL	salt	¼ tsp
625 mL	all purpose flour	2½ cups
250 mL	pureed pumpkin	1 cup
75 mL	packed brown sugar	⅓ cup
125 mL	2% milk	½ cup
1	egg, well beaten	1
5 mL	cinnamon	1 tsp.
1 mL	nutmeg	¼ tsp.
1 mL	ginger	¼ tsp.

- In a large bowl beat together cream milk, canola oil, egg, sugar, baking powder and salt.
- Add enough flour to make a soft dough.
- In a bowl combine pumpkin, sugar, milk, egg and spices.
- Pinch off pieces of dough, about the size of a walnut.
- Roll out dough to 10 cm (4 inch) circles.
- Place on baking sheet.
- Place 25 mL (2 tbsp.) of filling in the centre of each tart.
- Bring edge up around filling, pleating & pinching to form a tart.
- Bake in a preheated 190°C (375°F) oven for 20 minutes.
- Makes 30 tarts.

GATHERINGS

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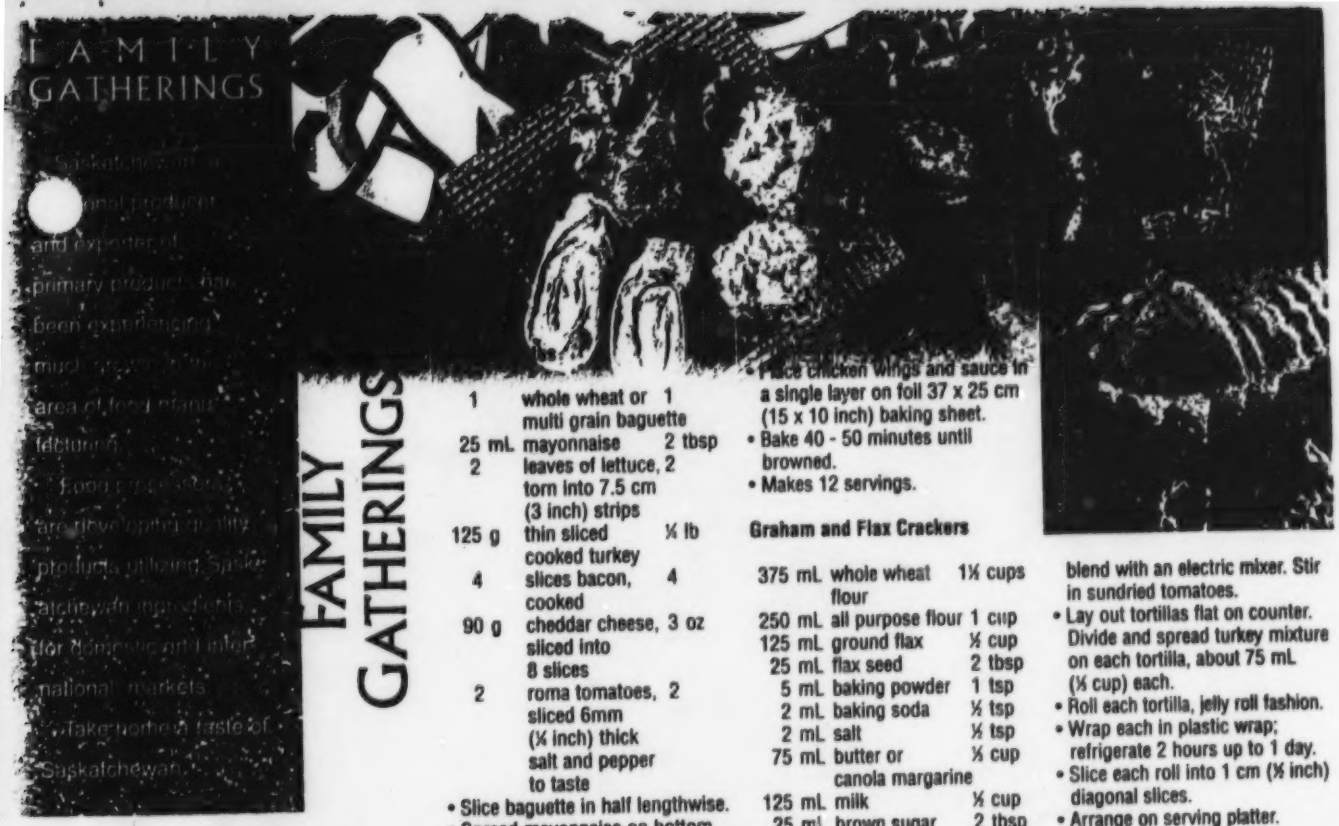
FAMILY GATHERINGS

Family gatherings have been and always will be the best part of our lives. From food festivals to community picnics and powwows, these gatherings celebrate not only our rich history and culture but also the



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1	whole wheat or multi grain baguette	1
25 mL	mayonnaise	2 tbsp
2	leaves of lettuce, torn into 7.5 cm (3 inch) strips	2
125 g	thin sliced cooked turkey	¼ lb
4	slices bacon, cooked	4
90 g	cheddar cheese, sliced into 8 slices	3 oz
2	roma tomatoes, sliced 6mm (¼ inch) thick	2
	salt and pepper to taste	

- Slice baguette in half lengthwise.
- Spread mayonnaise on bottom slice.
- Follow with lettuce, turkey slices, bacon, cheese and tomato slices.
- Season with salt and pepper.
- Close sandwich with top slice.
- Cut in half diagonally.
- Cut each half into 6 diagonal slices about 3.5 cm (1½ inch) wide.
- Hold together with cocktail picks or wooden picks.
- Makes 12 servings.

Hot Honey Wings

1.5 kg	chicken wings	3 lbs
150 mL	creamed or liquid honey	⅔ cup
75 mL	Louisiana hot sauce	⅓ cup
75 mL	honey mustard	⅓ cup
50 mL	soya sauce	¼ cup
25 mL	canola oil	2 tbsp
15 mL	grated fresh ginger	1 tbsp
2	cloves garlic minced	2

- Cut off and discard wing tips.
- Cut each wing in half at joint.
- Rinse under cold running water, pat dry with paper towel.
- Place in a 22 x 34 cm (9 x 13 inch) baking dish.
- In a bowl combine honey, hot sauce, honey mustard, soya sauce, canola oil, ginger and garlic, mix well.
- Pour over wings.
- Cover and refrigerate 6 hours or overnight.
- Place chicken wings and sauce in a single layer on foil 37 x 25 cm (15 x 10 inch) baking sheet.
- Bake 40 - 50 minutes until browned.
- Makes 12 servings.

Graham and Flax Crackers

375 mL	whole wheat flour	1½ cups
250 mL	all purpose flour	1 cup
125 mL	ground flax	½ cup
25 mL	flax seed	2 tbsp
5 mL	baking powder	1 tsp
2 mL	baking soda	½ tsp
2 mL	salt	½ tsp
75 mL	butter or canola margarine	⅓ cup
125 mL	milk	½ cup
25 mL	brown sugar	2 tbsp
25 mL	liquid honey	2 tbsp

- In a bowl, combine whole wheat flour, all purpose flour, milled flax, flax seed, baking powder, baking soda, and salt, mix well.
- Add butter; rub together until mixture forms mealy texture.
- In a small bowl mix together milk, sugar and honey.
- Add to flour mixture and stir well (dough should be stiff).
- Divide into two balls, wrap in plastic, and chill 1 hour.
- Preheat oven 180°C (350°F).
- Roll out dough to 3mm (⅛ inch) thickness on a lightly floured surface.
- Cut into 7.5 cm (3 inch) squares, prick with a fork.
- Bake on a lightly greased baking sheets until crisp and golden, about 15 - 20 minutes.
- Makes 14 servings.

Rider Rolls

6	17 cm (7 inch) spinach flavour tortillas	6
250 g	cream cheese	8 oz
375 mL	minced cooked turkey	1½ cups
75 mL	mayonnaise	⅓ cup
75 mL	chopped, sun dried tomatoes, dehydrated or packed in oil, drained	⅓ cup

- In a bowl combine cream cheese, turkey and mayonnaise, blend with an electric mixer. Stir in sundried tomatoes.
- Lay out tortillas flat on counter. Divide and spread turkey mixture on each tortilla, about 75 mL (⅓ cup) each.
- Roll each tortilla, jelly roll fashion.
- Wrap each in plastic wrap; refrigerate 2 hours up to 1 day.
- Slice each roll into 1 cm (½ inch) diagonal slices.
- Arrange on serving platter.
- Makes 20 servings.

Molded Trout Paté

284 mL	tomato soup	10 oz
250 g	cream cheese	8 oz
250 g	smoked cooked trout	½ lb
50 mL	minced celery	⅓ cup
50 mL	minced onion	⅓ cup
10 mL	horseradish	2 tsp
20 mL	unflavoured gelatin	1½ tbsp
*	~~75 mL water~~	~~5 tbsp~~

- In a microwave safe bowl, combine tomato soup and cream cheese (cut into pieces). Heat at medium power until cheese is very soft, about 5 minutes, stirring after 2 minutes.
- Flake trout with fingers, removing any bones. Combine with celery, onion and horseradish and add to soup and cheese mixture. With an electric mixer, blend well.
- In a small microwave safe bowl, stir together gelatin and water. Heat at medium power until gelatin is dissolved, about 30 seconds, stirring well. Add to trout mixture, beat well.
- Pour into a 1L (4 cup) mold and refrigerate until set, about 4 hours or overnight.
- To unmold, dip mold up to the brim, briefly, in a bowl of hot water. Invert onto serving plate
- Makes 20 servings.

* 125 mL water ½ cup

CELEBRATE

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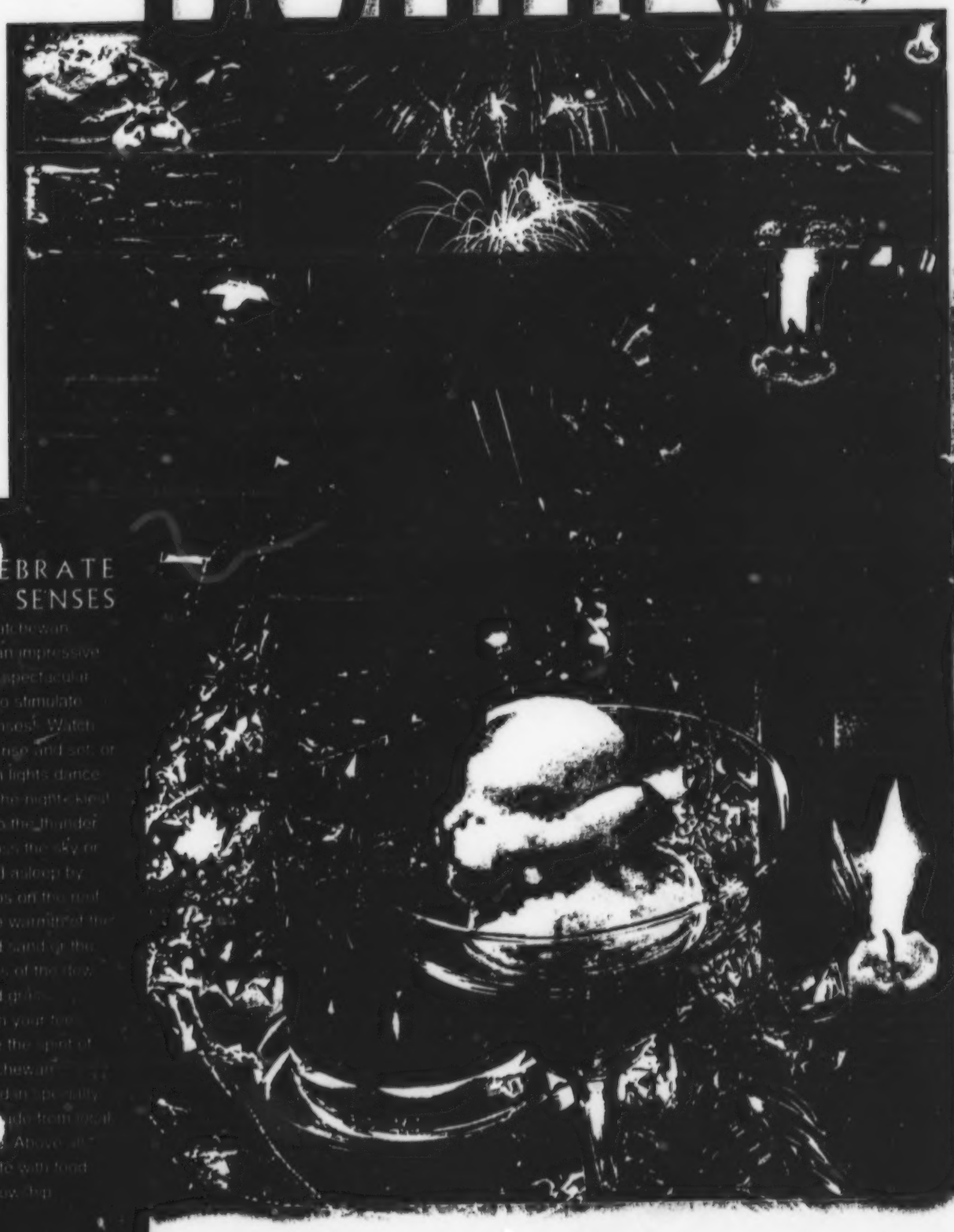

ELEBRATE HE SENSES

Saskatchewan
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across the sky or
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Taste the spirit of
skatchewan
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Above all
ebrate with food
d fellowship

LASTING IMPRESSIONS

Food is ... survival ... of pleasure, comfort and security. It's also a symbol of hospitality. ... Saskatchewan ... provides the ... tion for us to ... our food horizons, encourage creativity, bring back memories of family food traditions and above all celebrate the connectedness of agriculture and nature.

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CELEBRATE THE SENSES

... Roast

1.5 kg	boneless rump roast	3 lbs
3	cloves garlic, halved	3
50 mL	red wine vinegar	¼ cup
30 mL	canola oil	2 tbsp
15 mL	green peppercorns in brine, drained and finely chopped	1 tbsp
2 mL	crushed rosemary	½ tsp
6	small onions, peeled	6
225 g	whole mushrooms wiped clean	½ lb
75 mL	water	⅓ cup
	salt and pepper to taste	
30 mL	cooking sherry	2 tbsp
15 mL	all purpose flour	1 tbsp
30 mL	cold water	2 tbsp
5 mL	green peppercorns, drained	1 tsp
1 mL	crushed rosemary	¼ tsp

- With the tip of a sharp knife, randomly poke 6 holes 2.5 cm (1 inch) deep into roast.
- Insert a garlic half in each hole.
- In a deep bowl or sealable bag, combine vinegar, 15 mL (1 tbsp) chopped peppercorns and rosemary.
- Add roast, roll around to coat, cover bowl or seal bag.
- Marinate in refrigerator 12 to 36 hours, turning occasionally.
- Remove roast.
- Preheat oven to 160°C (300°F).
- In a skillet, over medium heat, brown meat on all sides in remaining 15 mL (1 tbsp) oil.
- Please meat on a large square of heavy foil.
- Place on baking sheet.
- Add water to skillet, stir to loosen bits from bottom of pan.
- Bring up the sides of foil around meat.
- Pour water from skillet over meat.
- Toss in onions and mushrooms.
- Lightly season with salt & pepper.
- Close foil, sealing all edges with a secure double fold.
- Roast three hours.
- Remove roast and vegetables from foil. Cover loosely to ...
- Gently boil liquid over medium heat until reduced to about 250 mL (1 cup).
- Stir together water & flour until smooth. Stir into liquid. Cook 2 minutes.
- Stir in sherry and 5 mL (1 tsp) peppercorns.
- Thinly slice meat.Drizzle with gravy.

*15 mL (1 tbsp) crushed black peppercorns may be substituted for the chopped green peppercorns. Rut into roast before marinating. Eliminate peppercorns from gravy.

Garlic Mashed Potatoes in Squash Rings

1	acorn squash	1
6	medium potatoes, peeled and quartered	6
25 mL	butter or canola margarine	2 tbsp
2	cloves garlic, crushed	2
125 mL	1% milk	½ cup
	salt and pepper to taste	
10 mL	finely chopped fresh dill or 2 mL (½ tsp.) dried (optional)	2 tsp

- Slice squash into 1 cm (½ inch) crosswise rings, clean out centre, lay flat in a large skillet, add water to cover bottom of pan, cover and cook over medium heat until fork tender, about 20 minutes.
- Drain; keep warm.
- Boil potatoes in salted water until fork tender, about 10 minutes.
- Drain potatoes, return to pot, and mash with potato masher until all large pieces are broken up.
- In a small saucepan, over medium-low heat melt butter, add garlic and sauté for 1 minute.
- Add milk, increase heat to medium, and heat until hot but not boiling.
- Add milk mixture gradually to potatoes, while mashing, until all milk is used and potatoes are creamy.
- Stir in dill if desired.
- Serve in the middle of acorn rings.
- Makes 6 servings.

Horse Radish Sauce

125 mL	cream, whipped	½ cup
20 mL	fresh grated horseradish or 10 mL (2 tsp) dry ground	4 tsp
15 mL	white vinegar	1 tbsp
2 mL	dry mustard	½ tsp
2 mL	granulated sugar	½ tsp
1 mL	salt	¼ tsp

- Whip cream.
- Fold horseradish, vinegar, mustard, sugar and salt into the whipped cream.
- Chill at least one hour.
- Makes 175 mL (¾ cup).

Crab Apple Ice

500 g	crab apples, washed, stem and blossom end removed	1 lb
500 mL	water	2 cups
175 mL	granulated sugar	¾ cup
10 mL	apple cider vinegar or lemon juice	2 tsp
3	whole cloves	3
	mint sprig	

- Coarsely chop crab apples, including peel and core.
- In a large saucepan, stir together apples, water, sugar, vinegar and cloves; bring to a boil over medium high heat.
- Reduce heat, cover, and simmer until apples are very soft, about 30 minutes.
- Remove from heat.
- Push through a sieve into a bowl.
- Refrigerate until cool.
- Transfer pulp mixture to a metal baking pan, cover and freeze until almost solid, about 4 hours.
- Puree in a processor or blender.
- Freeze in a sealed 1 L (4 cup) container until firm, about 3 hours.
- Using an ice cream scoop, scoop into chilled stem glasses.
- Can be made up to a week in advance.
- Makes 6 servings.

Tourism

NATURE'S HIDEAWAY

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NA... HIDEAW...

Saskatchewan, ... its wide diversity of ... landscapes offers hun... dreds of hideaways to ... stop and rest, picnic o... pitch a tent. From ... Cypress Hills to ... Meadow Lake, Buffalo ... Pound to Waskesiu, ...rous ... ...in- ... ...

Saskatchewan is a leader in production of wild game, water fowl and domestic livestock. Saskatchewan's combination of natural landscapes, climate, and wildlife management practices provides for [illegible] breeding grounds and [illegible] large [illegible] farm [illegible] produce quality [illegible] stock [illegible] deer, pork and [illegible] exotic animals such as bison, wild boar, [illegible] deer, [illegible] elk.

NATURE'S HIDEAWAY

Venison Stew

1 kg	venison, cut into 2.5 cm (1 inch) cubes	2 lbs
375 mL	milk	1½ cups
175 mL	all purpose flour	¾ cup
5 mL	salt	1 tsp
0.5 mL	pepper	¼ tsp
25 mL	canola oil	2 tbsp
1	large onion, chopped	1
284 mL	can consumme	10 oz
284 mL	water	10 oz
213 mL	can tomato sauce	7.5oz
5	juniper berries, slightly crushed (opt)	5
2	medium potatoes, cut in half lengthwise, then into 3 crosswise	2
2	medium carrots cut into 1 cm (½ inch) slices	2
1	small rutabaga, peeled, cut into 2.5 cm (1 inch) cubes, about 500 mL (2 cups)	1
1	small squash, pared, seeded, cut into 2.5 cm (1 inch) cubes about 500 mL (2 cups)	1
250 mL	sliced fresh mushrooms or 125mL (½ cup) prepared wild mush rooms or 28g (1 oz) reconstituted dry	1 cup
5 mL	salt	1 tsp
1 mL	pepper	¼ tsp

- Soak venison in milk for 1 hour at room temperature.
- Shake together in a plastic bag flour, salt and pepper.
- Drain meat well; toss in flour mixture to coat.
- Heat a large skillet over medium high; add canola oil.
- Add meat, top with onions, brown without turning 2 - 3 minutes.
- Turn meat and onions over brown another 3 minutes.
- Preheat oven 170°C (325°F).
- Remove meat mixture to dutch oven and add consumme, sauce and water to skillet, heat until it comes to a boil, scraping bits from bottom of pan.
- Pour over meat, add juniper berries, cover, and bake 2 hours, stirring occasionally, and adding more water if needed.
- Add remaining vegetables.
- Cover, bake until meat and vegetables are tender, about 2 hours. Stirring a couple of times while cooking.
- Makes 8 servings.

Juniper berries: hard blue-black-berries which grow plentiful on low sprawling juniper shrubs. To dry your own: place berries in a 150°C (300°F) oven until they have shriveled slightly. Store in small airtight jars. Slightly crush 3 - 4 berries before using in stew, gravy, pâtés, marinades, etc.

Apple and Flax Pancakes

175 mL	cocoa powder	¾ cup
300 mL	all-purpose flour	1¼ cups
75 mL	flax seed, coarsely ground	⅓ cup
45 mL	granulated sugar	3 tbsp
15 mL	baking powder	1 tbsp
2 mL	salt	½ tsp
1 mL	cinnamon dash of nutmeg	¼ tsp
2	eggs, separated, whites beaten stiffly	2
300 mL	2% milk	1¼ cups
45 mL	butter, melted	3 tbsp
250 mL	pared, shredded apple (shred just prior to adding butter)	1 cup

- In a large bowl, combine flour, ground flax, sugar, baking powder, salt, cinnamon and nutmeg.
- In a medium bowl, lightly beat together egg yolks, milk & butter.
- Add liquid ingredients to the dry, stir until just combined.
- Shred apple, add to batter, stir until just combined.
- Fold in egg whites.
- Preheat griddle or heavy fry pan to medium heat. Lightly grease pan or spray with non-stick vegetable spray.
- Using a 75 mL (⅓ cup) measure, pour batter onto pan.
- Cook pancakes until bubbles appear on surface, about 1 minute.
- Turn over and brown other side.

Yield: 12 pancakes
Serving Size: 2 pancakes

Cocoa Honey

175 mL	cocoa powder	¾ cup
250 mL	creamed or liquid honey	1 cup
1 mL	salt	¼ tsp
125 mL	boiling water	½ cup
5 mL	vanilla	1 tsp
2 mL	almond extract	½ tsp

- In a small saucepan, combine cocoa, honey and salt.
- Bring to a boil, stirring constantly over medium heat.
- Boil 1 minute.
- Add boiling water; stir well.
- Remove from heat. Stir in extracts, cool.
- When ready to serve stir 45 mL (3 tbsp) cocoa honey into 250 mL (1 cup) cold or warm milk or mix with hot water, stirring in canned or powdered milk to lighten and add a creamy taste.
- Makes 500 mL (2 cups).

Chicken Packages

4	boneless, skinless chicken breasts, cut into 2.5 cm (1 inch) cubes (~ 625 g/1¼ lb)	4
12	mushrooms, halved	12
2	medium tomatoes, chopped	2
1	small zucchini cut in half lengthwise, then 1 cm (½ inch) slices crosswise	1
1	small green pepper, cut into 4 length wise, then 0.5 cm (¼ inch) slices crosswise	1
4	onion slices 0.5 cm (¼ inch) thick broken into rings	4
20 mL	canola oil	4 tsp
10 mL	oregano	2 tsp
	salt and pepper to taste	

- Tear off 4 large squares of heavy foil wrap 30 x 30 cm (13 x 13").
- Place equal amount of chicken, tomato, zucchini, green pepper & onion in middle of each square.
- Drizzle 5 mL (1 tsp) of canola oil over each.
- Sprinkle 2 mL (½ tsp.) oregano over each.
- Season with salt and pepper.
- Seal foil to make a tight package.
- Place on grill over hot fire for about 20 - 25 minutes.
- Cut or open foil and serve.
- Makes 4 servings.

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CULTIVATING QUALITY

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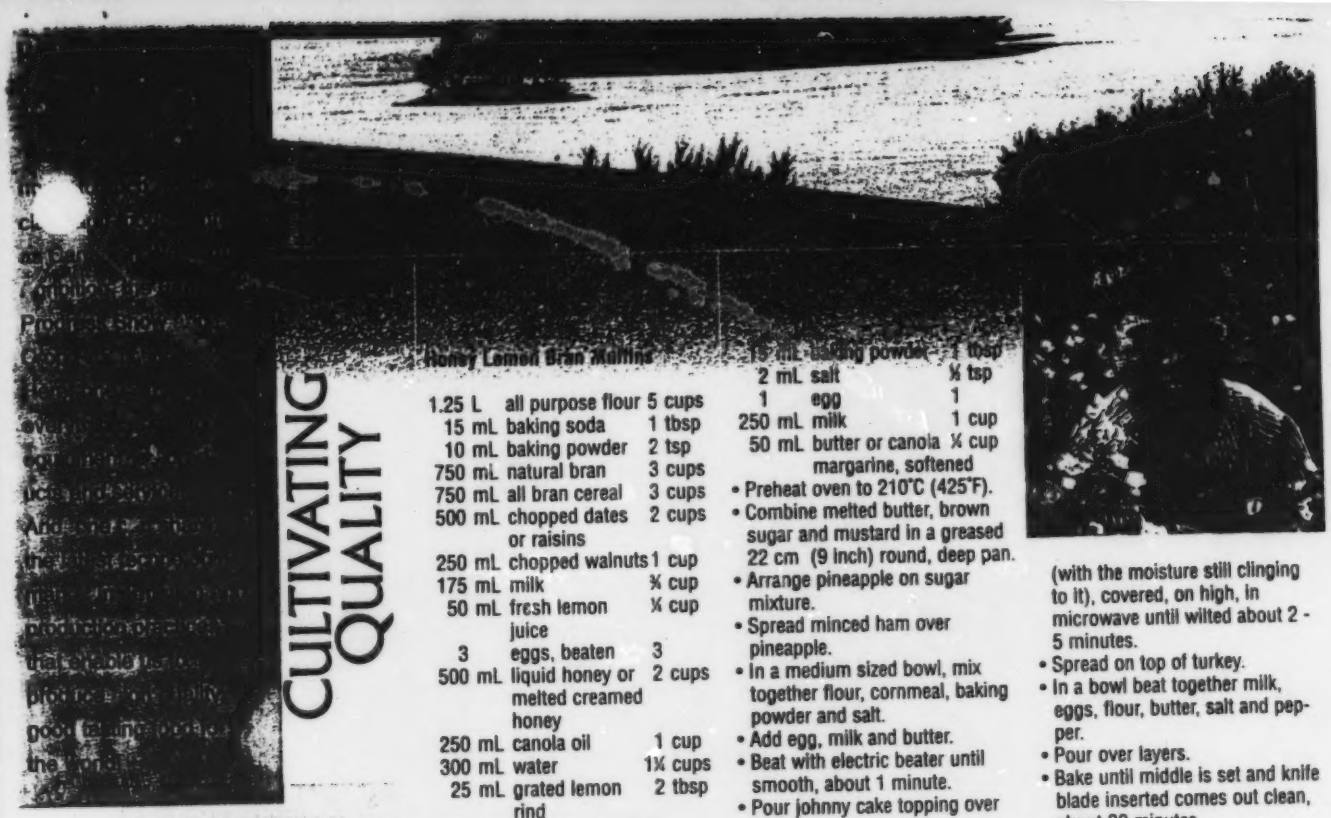
Quality is a Saskatchewan tradition! Whether you're looking for an exciting yet environmentally friendly tour, the ultimate rural vacation experience, simple rest and relaxation or lots of outdoor adventure, it's all here! Winter, spring, summer or fall, join our friendly Saskatchewan folk ar. ether salute the best Saskatchewan has to offer.



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Honey Lemon Bran Muffins

1.25 L	all purpose flour	5 cups
15 mL	baking soda	1 tbsp
10 mL	baking powder	2 tsp
750 mL	natural bran	3 cups
750 mL	all bran cereal	3 cups
500 mL	chopped dates or raisins	2 cups
250 mL	chopped walnuts	1 cup
175 mL	milk	¾ cup
50 mL	fresh lemon juice	¼ cup
3	eggs, beaten	3
500 mL	liquid honey or melted creamed honey	2 cups
250 mL	canola oil	1 cup
300 mL	water	1¼ cups
25 mL	grated lemon rind	2 tbsp

- In a large bowl, stir together flour, baking soda and baking powder.
- Add natural bran, bran cereal, dates, walnuts and lemon rind.
- In another bowl mix together milk and lemon juice, let sit 5 minutes.
- Then stir in eggs, honey, oil, and water, mix well.
- Add to dry ingredients, stirring only until moistened.
- Cover and refrigerate about 6 hours or overnight.
- Bake as needed in lightly greased muffin tins, filling about ⅔ full.
- Bake in centre of preheated 200°C (400°F) oven, until done in the middle, about 20 minutes.
- Batter may be stored in a covered container in refrigerator for up to 1 month.
- Makes 3 dozen.

*Can substitute crushed bran flakes for all bran cereal.

Ham and Pineapple Upside Down Johnny Cake

25 mL	melted butter or canola margarine	2 tbsp
75 mL	brown sugar	⅓ cup
5 mL	dry mustard	1 tsp
5	canned pineapple slices, halved	5
500 g	minced cooked ham	1 lb
250 mL	all purpose flour	1 cup
250 mL	cornmeal	1 cup
15 mL	baking powder	1 tbsp
2 mL	salt	½ tsp
1	egg	1
250 mL	milk	1 cup
50 mL	butter or canola margarine, softened	¼ cup

- Preheat oven to 210°C (425°F).
- Combine melted butter, brown sugar and mustard in a greased 22 cm (9 inch) round, deep pan.
- Arrange pineapple on sugar mixture.
- Spread minced ham over pineapple.
- In a medium sized bowl, mix together flour, cornmeal, baking powder and salt.
- Add egg, milk and butter.
- Beat with electric beater until smooth, about 1 minute.
- Pour johnny cake topping over ham.
- Bake until mixture is set in the middle, about 30-40 minutes.
- Turn out onto serving plate.
- Cut into 8 wedges.
- Makes 8 servings.

*If using a 22 cm (9 inch) spring form pan place a baking sheet underneath to catch any sugar and butter that may leak.

Crustless Smoked Turkey and Swiss Chard Quiche

300 mL	grated swiss cheese	1¼ cups
2	green onions, sliced	2
250 g	smoked turkey slices, chopped	½ lb
750 mL	packed shredded swiss chard	3 cups
375 mL	1% milk	1½ cups
4	eggs	4
125 mL	whole wheat flour	½ cup
25 mL	melted butter or canola margarine	2 tbsp
2 mL	salt	½ tsp
0.5 mL	pepper	⅛ tsp

- Preheat oven to 180°C (350°F).
- Butter a 22 cm (9 inch) quiche dish or deep pie plate.
- Spread grated cheese on bottom.
- Sprinkle green onions over.
- Spread a layer of smoked turkey on top.
- Rinse swiss chard and steam (with the moisture still clinging to it), covered, on high, in microwave until wilted about 2 - 5 minutes.
- Spread on top of turkey.
- In a bowl beat together milk, eggs, flour, butter, salt and pepper.
- Pour over layers.
- Bake until middle is set and knife blade inserted comes out clean, about 30 minutes.
- Cool 10 minutes before cutting into wedges.
- Makes 6 - 8 servings.

*Fresh or 284 g (10 oz) frozen, chopped thawed and squeezed spinach may be substituted for swiss chard.

Saskatchewan Sunrise

500 mL	whole frozen strawberries	2 cups
250 mL	cranberry juice	1 cup
25 mL	liquid honey	2 tbsp
250 mL	orange juice	1 cup
250 mL	plain yogurt	1 cup
25 mL	liquid honey	2 tbsp

- In a blender combine strawberries, cranberry juice and honey.
- Blend until smooth and slush like, about 45 seconds.
- Spoon evenly about 125 mL (½ cup) into 4 tall glasses.
- Without rinsing blender, combine orange juice, yogurt, and honey.
- Blend until smooth, about 20 seconds.
- Slowly pour about 125 mL (½ cup) over strawberry slush in glass.
- Do not stir.
- Serve with a thick straw.
- Makes 4 servings.

NATURE'S LURE

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NATURE'S LURE

Saskatchewan's northern lakes and wilderness tracks beckon tough-spirited adventurers from around the globe.

Thousands of cool, clear lakes lure anglers of all ages from novice to experienced year after year. If the great taste of Saskatchewan's freshwater fish isn't luring enough, add-on angling to your roster! Enjoy the fish quality and skilline[illegible] a northern lake occasionally punctuated with the call of a loon or negotiate your way through some of the most exhilarating whitewater found.

Saskatchewan is truly outdoor country and you'll never run out of ways to enjoy nature's lure!

NATURE'S LURE

Saskatchewan offers over sixty species of fish with northern pike and walleye being the most widely distributed. Trout enthusiasts can sample rainbow, brook, brown and our only native trout, the lake. Saskatchewan's Bounty also boasts such wild edibles as Saskatoon and blueberries and wonderful wild rice in addition to our domestic food production.

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Tourism Saskatoon

SASKATCHEWAN BOUNTY
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Fried Pickerel

1 kg	pickerel fillets (2 large)	2 lbs
1	can 160 mL evaporated milk	1
5 mL	salt	1 tsp
0.5 mL	pepper	¼ tsp
125 mL	all purpose flour	½ cup
50 mL	corn meal	¼ cup
2 mL	paprika salt and pepper	½ tsp
50 mL	canola oil	¼ cup
50 mL	butter or canola margarine	¼ cup

- Cut each fillet crosswise into 4 pieces.
- Combine milk, salt and pepper in a deep bowl, add fillets; soak 15 minutes.
- In a pie plate combine flour, cornmeal, paprika, salt and pepper to taste.
- Remove fillets from milk, coat in flour mixture.
- Heat large skillet over medium high, add oil and butter, when butter starts to foam, add fish.
- Cook until browned on one side, about 3 minutes.
- Turn and cook until brown, about 3 minutes. Fish is cooked when flesh is opaque and flakes easily.
- Remove to a heated platter and serve with lemon wedges.
- Makes 4 servings.

Turkey Sausage Kebobs

4	turkey smokies about 500 g (1 lb)	4
1	medium onion	1
1	small red or green pepper	1
798 mL	whole baby potatoes	19 oz
25 mL	water	2 tbsp
25 mL	ketchup	2 tbsp
15 mL	B.B.Q sauce	1 tbsp
15 mL	prepared mustard	1 tbsp
15 mL	relish	1 tbsp

- Cut smokies into 4 crosswise pieces.
- Quarter the onion lengthwise separate layers.
- Cut pepper into 4 lengthwise pieces then 3 crosswise.
- On 4 - 35 cm (14 inch) skewers alternate pieces of turkey, onion, pepper and potato, repeat two more times ending with turkey.
- Do all skewers the same.
- Grill over medium hot fire, (when you can hold your palm at grill level 3 - 4 minutes), turn and baste top with the mixture of water, ketchup, BBQ sauce, mustard and relish.
- Cook another 3 - 4 minutes.
- Baste bottom side of skewer before removing from grill.
- Makes 4 servings

Saskatoon Pie

1 L	fresh or frozen Saskatoon berries	4 cups
125 mL	granulated sugar	½ cup
15 mL	minute tapioca	1 tbsp
15 mL	lemon juice	1 tbsp
	pastry for a 22 cm (9 inch) two crust pie	

- Preheat oven to 220°C (450°F).
- Line pie plate with pastry, crimping edge as for single pie crust.
- In a bowl, combine Saskatoon berries, sugar, minute tapioca and lemon juice.
- Fill pastry shell.
- Roll and trim top crust to fit top of filling.
- Lay crust on top without sealing edge.
- Bake 15 minutes, reduce heat to 180°C (350°F) and bake 30 minutes or until juice bubbles thick and clear and curst is lightly browned.

Pie Crust Pastry

125 mL	shortening	½ cup
1 cm	slice of butter	½ inch
15 mL	granulated sugar	1 tbsp
1 mL	salt	¼ tsp
375 mL	all purpose flour	1½ cups
50 mL	ice cold water	¼ cup

- Cream shortening, butter, sugar and salt.
- Add flour.
- Rub together with fingers until mealy texture.
- Sprinkle in cold water and work lightly to form a ball.
- Sufficient pastry for one two piece pie.
- Can be stored in refrigerator until needed.

Wild Rice Pancakes

2	eggs	2
500 mL	buttermilk	2 cups
500 mL	barley flour or all purpose flour	2 cups
25 mL	granulated sugar	2 tbsp
10 mL	baking powder	2 tsp
5 mL	baking soda	1 tsp
2 mL	salt	½ tsp
25 mL	butter or canola margarine, melted.	2 tbsp
175 mL	cooked wild rice	¾ cup
	canola oil for frying	

- In a large bowl, beat together eggs and buttermilk.
- In another bowl, combine flour, sugar, baking powder, baking soda and salt.
- Slowly add the dry ingredients to the egg mixture, beating well to make a smooth batter.
- Stir in melted butter and cooked wild rice.
- Heat a large heavy skillet over medium high heat.
- Drizzle in about 10 mL (2 tsp) canola oil, swirl pan around to coat bottom.
- Scoop batter by 50 mL (¼ cup) into skillet.
- Cook until bottom is browned, about 1 minute.
- Turn over, cook until cooked in the middle and bottom is browned, about 1 minute.
- Add more oil if needed to cook next batch.
- Makes 8 servings.

Cooking Wild Rice: Rinse 50 mL (¼ cup) wild rice under cold running water. Place in 375 mL (1½ cups) water, bring to a boil, then cook, uncovered, at a low boil for about 35 minutes. Cover, lower the heat, and cook for 10 minutes longer, or until the rice is soft but not mushy. (If you want to add salt or oil, add only after cooking.) Makes 175 mL (¾ cup).

Buttermilk Substitute: 25 mL (2 tbsp) of vinegar or lemon juice and enough milk to make 500 mL (2 cups), stirred, let sit 5 minutes.

Tourism Saskatchewan

HARVEST HABITAT

SASKATCHEWAN

Bounty

hARVEST HABITAT

Relationships put down roots deep! Get in touch with rural living and farm families by staying in the country.

Agriculture is much more than an economic driver for Saskatchewan. It's about neighbors helping neighbors; our relationship with Mother Nature; rejuvenation and renewal. It's about producing high quality food and fiber. It's about a way of life.

You too can experience this way of life. Put down a root or two, whether it's driving cattle, making hay while the sun shines or bringing home the harvest.

SEASONAL GOODNESS

Saskatchewan is Ca[illegible]'s top producer [illegible]nola, flax, pea, lentil, chickpea, oats, rye and wheat.

Farmers mesh [illegible]day's technologies [illegible]ith traditional wis[illegible]m to produce good [illegible]od for a healthy future while striving to maintain the rural landscape; our environment and local communities.

Traditional foods and authentic recipes illustrate our passion for agriculture.

Taste and see!

HARVEST HABITA

Oven Fried Chicken

1.5-2 kg	fryer chicken cut up (or chicken parts)	3-4 lbs
2	eggs	2
125 mL	buttermilk or milk	½ cup
175 mL	crushed cornflakes	¾ cup
75 mL	ground flax	½ cup
10 mL	paprika	2 tsp
10 mL	dried crushed parsley	2 tsp
5 mL	salt	1 tsp
2 mL	poultry seasoning	½ tsp
2 mL	pepper	½ tsp
50 mL	melted butter or canola margarine	¼ cup
1	clove garlic, minced (optional)	1

- Preheat oven to 190°C (375°F).
- Rinse chicken in cold water, pat dry with paper towel.
- In a bowl, beat eggs until frothy, stir in buttermilk.
- In a plastic or paper bag combine crushed cornflakes, flax, paprika, parsley, salt, poultry seasoning and pepper.
- Dip chicken into egg mixture, and then coat with seasoned crumb mixture.
- Arrange pieces on foil or parchment lined baking sheet.
- Add garlic (if desired) to melted butter and drizzle over chicken.
- Bake on centre rack until chicken is tender, and juices run clear, about 50 - 60 minutes.
- Makes 6 servings.

Rhubarb Slice

250 mL	all purpose flour	1 cup
50 mL	packed brown sugar	¼ cup
5 mL	baking powder	1 tsp
1 mL	salt	¼ tsp
125 mL	melted butter or canola margarine	½ cup
1	egg, beaten	1
250 mL	granulated sugar	1 cup
125 mL	all purpose flour	½ cup
125 mL	melted butter or canola margarine	½ cup
2	eggs, beaten	2
25 mL	cream	2 tbsp
1 L	chopped rhubarb	4 cups
25 mL	granulated sugar	2 tbsp
5 mL	cinnamon	1 tsp

- Preheat oven to 180°C (350°F).
- In a bowl, mix together flour, brown sugar, baking powder, salt, butter and egg.
- Reserve 250 mL (1 cup); pat remainder into a greased 20 cm (8 inch) pan.
- In another bowl combine granulated sugar, 125 mL flour, butter, eggs, cream and rhubarb, stir.
- Pour over crust.
- Sprinkle reserved crumbs over.
- Mix together sugar and cinnamon, sprinkle over top.
- Bake until custard is set, about 60 minutes.
- Makes 16 servings.

*Raspberries can be substituted or combined with rhubarb.

Oatmeal Dinner Rolls

500 mL	1% milk	2 cups
250 mL	quick cooking oats	1 cup
50 mL	butter or canola margarine	¼ cup
1 pkg	active dry yeast	1 pkg
75 mL	warm water (225°C / 110°F)	⅓ cup
75 mL	packed brown sugar	⅓ cup
7 mL	salt	1½ tsp
250 mL	whole wheat flour	1 cup
750 mL-1 L	all purpose flour	3½ - 4 cups

- In a saucepan, over medium high heat, bring milk to a boil, add oats and butter. Cook and stir 1 minute.
- Remove from heat, cool to lukewarm.
- In a mixing bowl stir yeast in warm water until dissolved.
- Add oat mixture, sugar, salt, whole-wheat flour and 625 mL (2½ cups) of the all purpose flour, beat until smooth.
- Add enough of the remaining flour to form a soft dough, turn onto a floured surface.
- Knead until smooth and elastic, about 7 minutes.
- Place in a greased bowl, grease top of dough.
- Cover, let rise in warm place, until doubled in size, about 1 hour.
- Punch down, let rest 10 minutes.
- Shape into 24 rolls (golf ball size).
- Place in 2 greased 24 x 30 cm (9 x 13) baking pans.
- Cover; let rise until double, about 45 minutes.
- Bake in a preheated 180°C (350°C) oven until golden brown, about 20 - 25 minutes.
- Remove from oven and place on a cooling rack.
- Makes 24 rolls.

SASKATCHEWAN BOUNTY

Saskatchewan Bounty celebrates the diversity of Saskatchewan's food production, wonderfully unique eating experiences and wholesome cuisine. Our goal is to provide a forum to promote the goodness of Saskatchewan commodities.

Agri-Food Innovation Fund
InfraReady Products
Saskatchewan Beef Information Centre
Saskatchewan Canola Development Comm.
Saskatchewan Canola Growers Association
Saskatchewan Flax Development Commission
Saskatchewan Herb & Spice Association
Sask Pork
Saskatchewan Nutraceutical Network
Saskatchewan Pulse Growers
Saskatchewan Sheep Development Board
Saskatchewan Turkey Producers Mktg. Board
Tourism Regina
Tourism Saskatchewan
Tourism Saskatoon

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Tourism Saskatchewan

Appendix D
Agribition Survey

Saskatchewan Bounty

1. Have you heard or seen the name Saskatchewan Bounty?
Yes 8
No 3

Can you name the program / resource you are familiar with?
By word of Mouth 4
Recipe Sheet series 10 (These were on display at the booth)
Gala 2

2. Saskatchewan Bounty strives to promote the goodness of Saskatchewan commodities and food products. Is agriculture awareness an activity that needs to be addressed?
Yes 10
No 1
Comments
People in the city just don't get it.
Rural Saskatchewan doesn't count
It doesn't matter what you say – city is city and country is country

3. How do you like to get information?
Rank 1 – 5 with 1 being the preferred method
Printed material in retail outlets i.e. grocery stores 4 (1) , 2 (2), 4(3), 0(4),1(5)
Newspaper articles 3(1), 3(2),2(3), 2(4),3(5)
Trade shows 3 (1),3(2), 1(3),2(4) 1(5)
Website 1 (1) ,2 (2) 3 (3) 3(4), 2(5)
Electronic media – T.V or radio 0(1), 1(2), 1(3) ,4(4) 4(5)

4. Does a partnering of members of the agriculture and food industry influence how you view the materials?
Materials more valuable 8
Materials less valuable 3

5. Do you come from an urban or rural background?
Urban 1
Rural 10

Saskatchewan Bounty

1. A series of 8 recipe sheets were developed in conjunction with the tourism industry. Please review samples. Are these effective tools in promoting Saskatchewan products?

Yes 4
No

2. Should this series be expanded?

Yes 4
No
Suggestions / Ideas
More of the same

3. By Word of Mouth is a monthly column in the Leader Post and the Star Phoenix that features rural eateries from across the province. Have you seen any of the columns?

Yes 2
No 2
Does this have merit?
Yes 3 Rural places need exposure
No 1 Too expensive
Why?

This program is also posted on the Sask Bounty website. This is significantly more cost effective. Do you think that e bulletins and web postings could replace news print placement?
Yes - 3
No -1 Only for those with emails

4. A gala dinner was staged to launch Saskatchewan Bounty. It featured five teams consisting of a chef, an apprentice, a producer and a media representative. Each team was assigned a commodity and asked to develop a menu featuring Saskatchewan products. A panel of judges evaluated the dishes and prizes were awarded. In addition people attending the dinner chose a people's choice winner. Is there merit in repeating this event?

Yes 3
No 1

5. There are different initiatives in neighboring provinces. Do you think they are needed and would be effective in Saskatchewan?

Retail magazine distributed through grocery stores
Yes 3
No 1
Speakers Bureau
Yes 2

No 2

6. Although agriculture is a major contributor to our economy, the decrease in farms and rural depopulation has increased the gap between consumers and producers. Is it important to continue with an agriculture awareness program?

Yes 4
No

7. There are a number of new initiatives being considered. What are your feelings on implementing them?

Food writers tour. Bringing high profile writers to Saskatchewan affords us the opportunity to build a relationship with influential members, educate them on what Saskatchewan has to offer, provide accurate commodity information and garner exposure in national or even international publications.

Yes 3
No 1

Restaurant Accreditation Through logo and promotion, restaurants that served quality Saskatchewan foods could promote themselves. This would offer the consumer an easily identifiable way of finding a great Saskatchewan food experience.

Yes 3
No 1

Team Sask Bounty A team would be created consisting of professional chefs, producers and food professionals that would act as promoters and/ or spokes people for Saskatchewan products. Activities could include culinary competitions, national trade shows and media events.

Yes 3
No 1

Product Guide This guide would be published on the Internet and as a booklet. It would include 1 to 2 pages (per product) encyclopedia like entries that would describe in very specific terms products that are produced in Saskatchewan. The guide would also include a listing of Saskatchewan value-added products as well as a directory of where to purchase products.

Yes 3
No 1

Chef Education

This program would deliver seminars on Saskatchewan agri-food products and foster a working relationship with our chefs. Consumers value advice and tips from chefs so we want to ensure those representing Saskatchewan are fully informed about Saskatchewan commodities.

Yes 3
No 1

8. Have you any suggestions for programs we should consider?

Saskatchewan Bounty Created

By Theresa Kirkpatrick

Mother always said that it was amazing what people can accomplish if they work together.

That's the same philosophy behind Saskatchewan Bounty, a new co-operative alliance being formed among commodity groups.

"What we want to do is provide a forum to promote the goodness of Saskatchewan commodities through a better informed consumer," explains Dorothy Long, manager of the Canola Information Service and one of the founding members of Saskatchewan Bounty.

Long said the idea is not a new one, but thanks to $130,000 start-up funding from the Canada-Saskatchewan Agri-Food Innovation Fund (AFIF), it is one that now is on its way.

To this point, Saskatchewan Bounty has attracted representation from four of the major commodity groups on the steering committee: Long, Rose Olsen from the Saskatchewan Turkey Marketing Board, Joan Perrin from the Beef Information Centre and Linda Braun from the Saskatchewan Flax Development Commission.

"What we want to do is provide a forum to promote the goodness of Saskatchewan commodities through a better informed consumer," explained Dorothy Long.

"Right now each commodity group is funded by producers, but we began to think about this and producers don't always just grow flax or canola or raise sheep or turkeys," Long said.

"They're involved in multiple things."

For example, she said pork producers may also grow crops.

"We felt by working together we would be using dollars more effectively," Long said. "And there's a lot of good synergies created."

Thanks to groups like Growing Alberta and AgCare from Ontario, Saskatchewan Bounty had a couple of good Canadian models upon which to build.

As a result, Long said the group has come up with an aggressive marketing strategy for its first year.

Dorothy Long, manager of the Canola Information Service, is a founding member of Saskatchewan Bounty.

This includes plans to gather membership over the summer and early fall, a quarterly newsletter, cooking demonstrations or other such events working with Saskatchewan chefs, a recipe brochure, environmental brochure and possibly, a website.

"I think in all of this there's two messages we want to get out," Long says.

"First, in Saskatchewan, we produce or grow high quality products; and second farmers are stewards of the land and their goal is to grow safe high quality food."

To get it's message out, Saskatchewan Bounty will focus on general agricultural education.

"Part of the lack of trust Canadians have in their food supply is their lack of understanding of agriculture," Long says.

"Even in Saskatchewan, which is very agriculturally based, people one generation off-farm have lost touch with the day-to-day workings of a farm. Things are happening very fast in agriculture today and there's lot of new technology. With biotech and food safety issues, consumers are skeptical about farm practices, so we have a job to do in helping to educate the public."

To address that, Saskatchewan Bounty is planning to take a proactive approach to education. Long believes speaking with one

(Continued on Page 7)

Unique Seed Cleaning Plant Opens Near Saskatoon

By Theresa Kirkpatrick

Clean, high quality seed when needed — that's the idea behind a new, $1.2 million seed cleaning plant at the University of Saskatchewan's Kernan Crop Research Farm just east of Saskatoon.

"This is the next step in the breeding process," explained Rick Holm, director of the Crop Development Centre (CDC), at the seed cleaning facility's official opening in July.

"Once you have registered varieties, you have to be able to get it into the hands of the growers in a timely fashion. Now we'll be able to do that."

Holm said the CDC is currently developing 156 varieties of seeds representing 14 different kinds of crops.

"Our success in plant breeding at the CDC has put a tremendous strain on the existing seed cleaning facilities," Holm said.

In 1999, the CDC produced breeder seed of 65 different varieties representing 12 different crops ranging from flax and canary seed to peas and Kabuli chickpeas.

"We'd reached the point where we needed more space and more equipment to get high-quality seed into the hands of growers."

The new $450,000 seed cleaning equipment is state-of-the-art and will help the CDC ensure high standards for seed purity. The equipment is also designed to handle pulse crops such as peas, beans and lentils, which have to be handled more gently than cereal crops to prevent seed damage.

Another plus in the design of the new plant is that it allows for quick clean-out and maximum flexibility, which is perfect for the large number of seed lots and crop types processed by the CDC. It is also designed to handle small lots of 10 kilograms to 30 kilograms required by seed growers.

In 1999, the CDC produced breeder seed of 65 different varieties representing 12 different crops ranging from flax and canary seed to peas and Kabuli chickpeas.

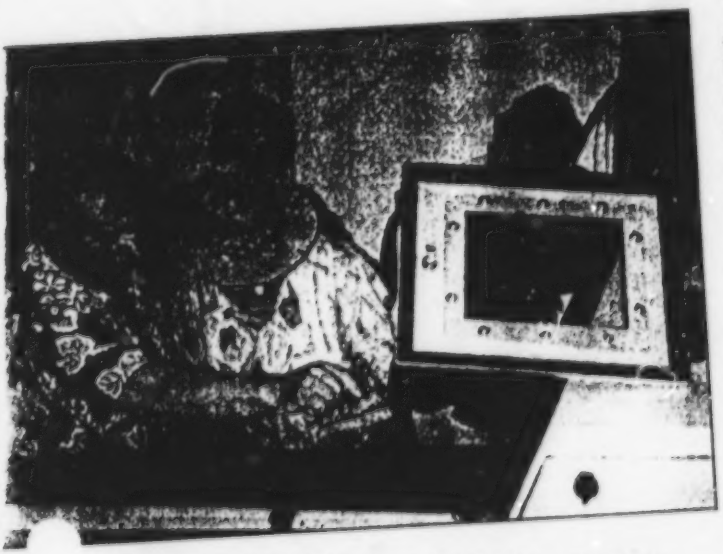
Lyle Minogue, chair of the Saskatchewan Pulse Growers Association that will invest $2.34 million into the CDC plant-breeding program over the next five years, expects those numbers to continue to increase.

"We need this kind of facility here," said Minogue.

"CDC has the biggest plant breeding institute in the world, and to do this kind of work, you need the equipment to get the seed to the farmers. Research sitting on a shelf is of no value."

Among the most impressive features of the new seed cleaning equipment is the heutronic colour sorter, one of only three in Western Canada. The sorter can separate the seed by hue, colour intensity and colour brightness and can be set to accept or reject certain sizes of blemishes on the seed.

The opening of the new seed cleaning plant coincided with the annual meeting of the Canadian Seed Growers Association. Pulse growers who gathered at the event were thrilled with the project.



Seed growers check out the new equipment during the Kernan Research Farm's seed cleaning grand opening.

(Continued on next page)

"This new machine will do the job in a much more efficient way, and to a better standard. There's no doubt in my mind this machine will do a better, faster job. That's great for the pulse growers because pulse crops have an important place in this province," said William Farley, a seed grower and pulse grower from the Regina district.

"This was much needed," added Rob and Debbie Potruff of Moose Jaw, who grow lentils, chickpeas and cereal grains on their farm near Moose Jaw. "The whole facility at the university and here (at the Kernan Farm) is necessary for what we do and keeps us ahead of the game with research and development. With this facility, we can adapt to change and that's key to keeping agriculture viable."

Lyle Minogue, president of the Saskatchewan Pulse Growers Association, with the new seed cleaning equipment.

The project was made possible by a partnership of the Canada-Saskatchewan Agri-Food Innovation Fund, the University of Saskatchewan and the Saskatchewan Pulse Growers. The University of Saskatchewan paid for the $750,000 cost of construction. The $450,000 required for seed cleaning equipment was shared equally between the Saskatchewan Pulse Growers and the Canada-Saskatchewan Agri-Food Innovation Fund (AFIF).

For more information on the CDC, visit the website at www.usask.ca/agriculture/plantsci/ ■

Saskatchewan Bounty Created (Continued from Page 5)

this dialogue on issues such as economic impact, production practices, biotechnology, and the environment.

Long says Saskatchewan Bounty would also look at promotion of non-food uses for commodities such as wool and fiber.

Another opportunity is in the area of agricultural tourism.

Although this wasn't part of Saskatchewan Bounty's original plan, Long says it is a natural to link commodity groups with Saskatchewan food producers and chefs to promote the goodness of Saskatchewan food as a tourist attraction.

The catalyst for this idea came in June when members of the commodity groups, chefs and food processors were invited to a meeting with the Canadian Tourism Commission.

"It became apparent at that meeting that the Commission was looking for ways to forge some sort of alliance with agriculture, food and tourism. It was suggested that Saskatchewan Bounty might be the group to facilitate this," she explains.

"It's still very tentative but promising."

For more information on Saskatchewan Bounty, contact Dorothy Long at (306) 387-6338 or e-mail skbounty@sk.sympatico.ca ■

Bugs Used to Attack Scentless Chamomile

By A.D. Rosseker

Garry Bowes' mission is on the edge.

He's using cutting edge biocontrol to get an edge on a noxious weed that lives on the edge of Saskatchewan roads, fields, sloughs and other marshy areas.

He's set his sights on scentless chamomile, a daisy-like, wicked weed that grows where few other weeds grow, not-to-mention farm fields.

While herbicides can, and are being used to combat this perennial noxious weed, Bowes is focusing on insects known as biocontrol agents, as a weapon against this formidable foe.

His three-pronged arsenal uses the scentless chamomile seed weevil (*Omphalapion hookeri*, first released in 1992), stem weevil (*Microplontus edentulous*, first released in 1997) and gall midge (first released in 1999).

Scentless chamomile is a daisy-like, wicked weed that grows where few other weeds grow.

The larvae of the seed weevil eats immature seeds in the seed head, while the gall midge forms galls on the weed's growing points — shoot tips, leaf axils, flowers and rosettes — that reduce the vigor of the plant.

The project called "Weed Control Initiative: Technology Adoption and Demonstration" is being supported by $220,000 from the Canada-Saskatchewan Agri-Food Innovation Fund.

Bowes is working under a three-year contract to the Saskatchewan Association of Rural Municipalities (SARM) in cooperation with Saskatchewan Agriculture and Food (SAF).

Bowes is very optimistic — but cautious — about the project's success in controlling scentless chamomile.

"It takes time for biocontrol agents to increase their populations sufficiently to control scentless chamomile and knowing how and where to distribute the insect must be found out after the European insects are released in Western Canada," he said.

"It's not like taking a pail of herbicide off the shelf (where the research has already been done) and applying it (to a field)."

Scentless chamomile — not to be confused with German or tea chamomile — has been in Saskatchewan for almost a century.

Its showy white flower resembles that of a daisy and can be easily recognized from a distance. The plant has fern-like leaves and the centre of the flower is flat to round.

So just how bad is scentless chamomile?

"When I'm talking to farmers," Bowes says, "I always hear about four feared weeds in the province: leafy spurge, downy brome, scentless chamomile and toadflax."

Among the worst areas for scentless chamomile are the areas around Regina, Balgonie, Hafford, Moosomin, Nipawin and St. Walburg, as well as Esterhazy, where the weed was first detected in 1905. Relatively unknown until the 1940s and 1950s, the weed's presence has grown rapidly since the 1960s.

Third Quarter 2001

IACP FOOD FORUM

QUARTERLY

A publication of the International Association of Culinary Professionals

A New Look for Food Styling from Down Under

By Robert Carmack

Predicting next season's new look in food is as perilous as soothsaying the new fashions of Paris and Milan. Yet, to borrow from journalist Lincoln Steffens, "I have been over into the future, and it works." Only this "future" has been around for a quite a few years already; it just hasn't fully hit the American shores.

The biggest bookstore hit on both sides of the Pacific in recent memory has been a series of simply photographed cookbooks written and styled by a young workaholic Australian named Donna Hay. When coupled with another dynamic talent, photographer Petrina Tinslay, the books created a new media look that has shaken the foundations of food styling—not only in Australia, but around the world. The look is bare boned, simplified food shot in natural light and minimally propped. And it works. Together the Hay-Tinslay team has shot a continuing series of cookbooks, originally labeled under the *Marie Claire* magazine logo, but renamed in the United States under titles such as *Entertaining*, *Flavors* and *Food Fast*.

It is a look that is now set to dominate North America, what with the launch of *Williams-Sonoma Taste* magazine, and a rejig at *Food & Wine* magazine from that magazine's Australian art director.

On the other side of the Atlantic in Great Britain, *Food Illustrated* continues on its path of emulating antipodean style, and the magazine's founding editor, Neale Whitaker, freely admits that he based *Food Illustrated* on the design of three Australian magazines: *Vogue Living*, *Gourmet Traveller*, and *Vogue Entertaining*. Whitaker has since relocated to Sydney, and his former magazine continues on in the U.K. as *Waitrose Food Illustrated*. Even in the book market, where U.S. publishers readily shy from expensive photographs, Australian editors tie joint ventures with overseas companies to locally produce a proliferation of one page per recipe per photo cookery books, sold simultaneously on two or more continents.

Over the past few months I have interviewed leading practitioners of this Australian style — its photographers, its stylists, and its editors. A synthesis slowly emerges, particularly that this is first and foremost a stylist-driven trend. Certainly Hay's recipes are simple, but the fact remains that she succeeds where generations of home economists have failed. Her recipes are also stylish, not only in casual presentation—the food is literally plopped onto the plate—but she uses few (yet good quality, if not trendy) ingredients. This food is a lot less fussy, yet it's healthful (without being dietetic), clean (in all meanings of the word), and delicious. Moreover, servings are more likely to be dished into a Zen-like bowl rather than onto a circular plate. It's all like the song: "Any one can whistle, that's what they say, easy."

Originally, this Australian look was dominated by white on white on white. Natural bright light burned the background into fading significance; stacked plates were uniformly monochrome, and the only hint of color was a neatly folded (rarely draped) serviette or napkin. As for the food, it was appetite driven, with everything else falling—literally—out of focus. It was analogous, in spirit, to portrait photography of the early 20th century: shot in black and white and then hand colored to highlight the key features, like striking blue eyes, rosy cheeks, and voluptuously crimson lips.

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The International Association of Culinary Professionals is a not for-profit professional association which provides continuing education and development for its members engaged in the areas of culinary education, communication or in the preparation of food and drink. *FOOD FORUM* is the registered trademark of Kikkoman Corporation, Japan, and its use is based on a license agreement.

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storage information; cooking tips and serving suggestions; profiles of chefs and world cuisine; more than 500 categorized recipes, which are continuously updated.

"Our goal is to work closely with chefs, writers, teachers, and manufacturers to help educate consumers about the delicious, unusual and exotic foods now conveniently available," says Nancy Eisman, company spokesperson.

For more information, samples and photography for publications, demonstrations, recipe testing and product sourcing, contact Nancy Eisman at (310) 641-0041 or e-mail nancye@melissas.com.

Sara Lee Coffee & Tea Foodservice, based in Bensenville, Illinois, U.S., is America's leading coffee supplier to the foodservice industry. The company has more than 90 years' experience in coffee roasting and offers more than 300 coffee blends.

"Our extensive knowledge of coffee and the foodservice industry results in solutions uniquely suited to grow restaurant business," says Sylvia Wulf, vice president of marketing.

"Our well recognized brands like Hills Bros, MJB, Metropolitan, and Paradise Tea offer countless ways to increase sales and profits.

The company combines both a national route-based delivery system and distribution through broadline distributors. Its 10 manufacturing locations throughout the country provide the flexibility to tailor coffee blends to meet regional tastes as well as ensure consistent product supply and economic delivery.

Some of its most popular coffee blends include:

- Hills Bros. Original—a well-rounded, aromatic coffee with a mellow flavor.
- MJB Classic—a fragrant, full-bodied and smooth coffee made from 100 percent Arabica beans.
- Metropolitan Fine Coffees—a line that includes the Mocha Java blend, a full-bodied coffee with a distinctive aroma with chocolate aftertones.

The company is staffed to provide expertise to support the foodservice industry with the right coffee blends, the appropriate equipment and service plus effective programs.

To obtain a complete analysis of your coffee program, contact Sheldon Kail, vice president of sales, at (800) 373-6705 or visit the company's Web site at www.saraleecoffee.com.

Saskatchewan Bounty, based in Lloydminster, Saskatchewan, Canada, is an association of agricultural commodity, food processing, and tourism groups based in the province. Its mandate is to provide a forum to promote Saskatchewan foods through better-informed consumers.

"Saskatchewan Bounty offers like-minded organizations a chance to partner to promote the province's wonderful cuisine, which is based on our agricultural products," says Dorothy Lang, administrator. "Our corporate membership in IACP offers our members professional development opportunities and a platform to tell the world about our products."

Its objectives are to:

- Advocate and promote the use of Saskatchewan agricultural products.
- Provide opportunities to promote Saskatchewan commodities focusing on culinary, nutritional, and food safety issues.
- Proactively and positively communicate agricultural issues such as economic impact, production practices, biotechnology, and environmental issues.

Its member organizations include Saskatchewan-based commodity associations for flax, beef, lamb, pork, turkey, herbs, specialty livestock, canola, and pulse. Recipes based on Saskatchewan menu themes are available at www.saskbounty.com.

For more information, send e-mail to: skbounty@sk.sympatico.ca or write: Saskatchewan Bounty, Box 1645, Lloydminster, Saskatchewan, S9V 1K6, Canada.

Simon & Schuster, based in New York City, is the publishing operation of Viacom Inc., a global leader in the field of general-interest publishing, including fiction and nonfiction for consumers of all ages, across all printed, electronic, and multimedia formats. Its divisions include the Simon & Schuster Adult Publishing Group, Simon & Schuster Children's Publishing, Simon & Schuster New Media, Simon & Schuster Online, Simon & Schuster U.K., and Simon & Schuster Australia.

The Adult Publishing Group includes the imprints Simon & Schuster, Scribner, and The Free Press. These publishing divisions have a rich history of cookbook publishing, including the *Joy of Cooking*. In its sixth revision, *Joy* has sold more than 15 million copies. Recent award-winning cookbooks include *Rick Bayless's Mexican Kitchen* by Rick Bayless, Deann Groen Bayless, and Jeanmarie Brownson, which won the 1996 Julia Child Award for "Book of the Year;" *The Wisdom of the Chinese Kitchen* by Grace Young; and *Cocina de la Familia* by Marilyn Tausend. In 2001, Simon & Schuster had an IACP Award nominee, *50 Chowders* by Jasper White, and an IACP Award winner, *The Herbfarm Cookbook* by Jerry Traunfeld.

Simon & Schuster is a major force in trade, mass market, children's and new media publishing, and plays a strategic role in Viacom's focus on creating, packaging, branding, distributing, and extending entertainment. Its 36 imprints publish more than 2,100 titles annually and are among the most successful and influential in the world.

As an IACP corporate member, the company further extends its commitment to publish top-quality cookbooks from the industry's leading chefs, experts, and authors, many of whom are IACP members.

Due to editorial workload, the company is not able to accept unsolicited manuscripts. Those seeking publication should be represented by a literary agent.

For more information, visit its Web site at www.simonsays.com.

Corporate Members Update

Freschetta frozen pizza, based in Minneapolis, Minnesota, U.S., is a division of Schwan's Consumer Brands North America. This company introduced rising crust pizza to the marketplace in 1996.

"As the frozen pizza industry evolved dramatically, we continued to focus on what else we could do to raise the bar on quality," says Tom Bierbaum, national brand group manager. "From the start, Freschetta's proprietary European technology provided a meaningful point of difference."

The brand recently launched an enhanced product line, the result of extensive consumer research by the Freschetta Culinary Council and the company's own research and development team.

In 1999, Freschetta selected five renowned chefs from around the United States for the Freschetta Culinary Council: Bradley Ogden, chef/co-owner of the Lark Creek Inn, located near San Francisco, U.S.; Tony Mantuano, head chef at Chicago's Spiaggia; Robert McGrath, chef/owner of Roaring Fork in Scottsdale, Arizona, U.S.; Walter Potenza, chef of Providence, Rhode Island, U.S's La Locanda del Coccio and Aquaviva Eurobistro; and Daniele Baliani, chef at Boston's Pignoli's.

In evaluating the company's existing line, the council addressed enhancing elements of the crust, the sauce, and the toppings, and new varieties were introduced recently.

"The chefs have brought their restaurant flavor and trend knowledge to our brand, and share our goal to create a high-quality frozen pizza for consumers," says Bierbaum.
For more information, contact Tom Bierbaum at (952) 346-0100, or visit www.freschetta.com.

Home Culinarian by AMC, based in Stamford, Connecticut U.S., is a division of Alfa Metalcraft Corp., based in Rotkreuz, Switzerland. The company manufactures cookware sold exclusively through 17,000 independent sales consultants worldwide who offer personal nutrition education supported by in-home cooking workshops.

"It's our belief that the food we eat nourishes our body, and that sharing a healthy, home-cooked meal with family and friends nourishes the soul," says Peter Fisher, CEO. "We look forward to our membership in IACP as a way to help culinary professionals deliver [the message] that home-cooked goodness can be made more efficiently, while more effectively meeting consumers' interests in health, taste and nutrition."

AMC has been a pioneer and trendsetter in the design of cookware for healthful eating for nearly 40 years and operates the Alfa Institute, a laboratory for the advancement of nutritional science. The United States division offers culinary professionals a unique home-based business opportunity to supplement their income.

Home Culinarian makes products available for IACP member demonstrations. Submit requests in writing to 595 Summer Street, Stamford, Connecticut 06901, U.S.
For more information, contact Peter Fisher at (877) 688-9031 or (203) 363-0331 or e-mail: pfisher@homeculinarian.com or visit the company's Web site at www.homeculinarian.com.

JKL Mediaworks is a full-service public relations firm located in New York, New York, U.S. Established in 1997 on the principles of developing a softer and more personal style for its clientele, the company considers itself as the anti-publicist: an intelligent, low-key alternative driven by substance and a commitment to excellence.

"We offer a complete spectrum of services, focusing on full representation for our clients. Not just press releases, press kits and media relations, but also media training, marketing, event planning, appearances, and cookbooks," says Jennifer Leuzzi, founder and president. "We link people, products, and services and expand audiences to reach a broader one and to encompass global trends. This facilitates mass coverage and allows for a greater recognition in the culinary world. We believe in the individuality and creativity that is rooted in professional integrity of our client."
JKL Mediaworks applies this unique approach to its blue-chip clients in culinary circles. Its clients include:
- Chef Christian Delouvrier, Lespinasse in New York.
- Restaurateur Drew Nieporent and the Myriad Restaurant Group.
- USAChefs.com.
- Peter Kump's New York Cooking School.
- Cervena brand venison from New Zealand.

"We are involved with IACP to actively network throughout the country," says Leuzzi. "It's a one-stop shop that allows world access to millions of others in the food industry. It's the easiest way to keep in touch with goings-on of the food world, create new opportunities, and be a part of a well-established institution."

For additional information, contact Jennifer Leuzzi at (212) 625-9547, or e-mail: jklmedia@att.net.

Melissa's/World Variety Produce, Inc., based in Los Angeles, California U.S., is the largest importer and supplier of exotic, organic, specialty produce, and gourmet ingredients in the United States. Named after the daughter of owners Joe and Sharon Hernandez, as Melissa herself has grown, so has the company's product line - from exotics, to organics, to the highest-quality dried fruits, chiles, mushrooms, and jarred international pantry staples.

Melissa's works with farmers, growers, and producers from all over the world to provide the best of the global marketplace. The company prides itself on its high standard of quality and service in the industry. More than 500 of its items can be found in supermarkets and specialty stores throughout the U.S. and Canada, as well as at military bases throughout the world.

Melissa's products are also available through the company's newly redesigned Web site www.melissas.com. The site offers visitors a culinary journey through the world of specialty produce and ingredients, presented in a vivid, concise, and user-friendly format, including: up-to-date seasonal availability; nutritional information; shopping and

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